November total of 529,288 down almost 12 percent

U. S. new-car sales slump continues

Continued from Page 1

13,561 were down 22.43 percent from 17,482, and VWoA plunged 26.14 percent to 10,838 from 14,674.

A few increases and some declines balanced the import total at 168,347, up from 167,929. Toyota headlined its press release "Toyota sales down in November," referring mostly to truck sales, cut in half probably by the new tariff imposed by the U. S. government in August. Toyota car sales were down a mere 0.22 percent on a year-to-date basis and actually were up on a daily rate basis. Datsun sales slipped 5.50 percent, Mazda was down 8.00 percent, while Honda leaped 17.06 percent.

BMW reported record sales in November, and Peugeot claimed record year-to-date sales. Toyota was up 15.36 percent for the year and Datsun was up 11.81 percent.

• Of the domestic makes, three of the 13 reporting a year ago were up for the month: Plymouth, up 15.73 percent, Dodge, up 10.19 percent and Buick, up 14.01 percent. Declines ranged from 9.21 percent for Oldsmobile to 53.38 percent for Lincoln. Buick surpassed Oldsmobile in November for the first time this year and seems intent on taking over second place in sales among the GM divisions.

Year-to-date sales for the industry totaled 8,323,605, down 16.07 percent from 9,915,735 through Nov. 31, 1979. The domestic industry remained 21.32 percent off the mark with sales of 6,106,867, compared with 7,761,562. Import year-to-date sales reached 2,216,738, up 2.90 percent from 2,154,173. Imports share of the market for the first 11 months was 26.63 percent.

Of the total market for the month, U. S. subcompacts accounted for 15.42 percent, compacts were 22.20 percent, intermediates were 22.26 percent, standard-size cars were 10.84 percent, luxury models were 5.15 percent and imports were 24.13 percent.

Subcompacts represented 20.32 percent of the domestic market, compacts were 29.27 percent, intermediates were 29.35 percent, full-size models were 14.28 percent and luxuries were 6.78 percent.

Top-selling U. S. nameplates in November lined up behind first-place Chevrolet Citation at 28,356; Chevrolet Chevette, 25,609; Ford Fairmont, 23,787; Chevrolet Malibu, 23,351 and a three-way "tie" for fifth, Oldsmobile Cutlass Supreme, 19,438, Ford Escort, 19,386 and standard Chevrolet, 19,356.

Nissan-VW Japan venture first step toward alliance?

Continued from Page 2

quired for survival beyond the 1980s.

Arthur Davis, Prescott Ball & Turben analyst, was even more specific than Jouppi. "I think that very soon you'll see Chrysler joining the Nissan-Volkswagen arrangement," he said.

"I also think this will push Ford and Toyota closer together," David added.

• Unlike Jouppi, Davis believes the arrangements will be more than just "handshake alliances." He believes there will be eventual equity arrangements involving direct investment in other companies by some of the auto makers involved in the worldwide auto axes.

Davis said that by "late December or early January" he thinks Chrysler Chairman Lee Iacocca "will be trying to line up a fast mate" to avoid total corporate collapse in the sagging U. S. auto market.

"The problem with these types of equity arrangements is that they take a long time to finalize," Davis said. "Sometimes the mortar falls out from between the bricks before they can be put together."

The immediate benefits to a Nissan - Volkswagen link would be access to the Japanese and perhaps other Asian markets for mid-size VW products, plus less political resistance to Nissan's planned penetration of the West German market.

There were denials from within both companies that any kind of merger was being considered or that there was any grand design involved. One source said it could involve something as traditional as licensed production of Audi or VW Passat (Dasher) models.

VW, apparently, is anxious to export production of some Audi models. Chrysler chairman Lee Iacocca has said that company's 1979 "marriage" talks with VW included an option of building Audis at Chrysler's St. Louis plant, which currently builds LeBaron/Diplomat models (Automotive News, Dec. 1, 1980).

Summed Davis, "This is the way you get the job done; the Japanese really know how to do it."

U. S. CAR SALES BY MARKETING UNITS

	Nov., 1980	Nov., 1979	11 mos., 1980	11 mos., 1979
Chevrolet	133,385	157,575	1,635,045	2,005,180
Ford	91,255	106,095	1,058,726	1,472,922
Oldsmobile	63,755	70,237	768,267	889,356
Buick	64,117	56,239	668,576	678,032
Pontiac	49,673	55,726	576,962	728,077
Toyota	36,636	36,716	535,133	463,888
Datsun	36,001	38,095	486,770	435,350
Honda	31,817	27,181	340,917	327,512
VW of America	21,130	22,946	299,109	326,970
Plymouth	23,282	20,862	288,135	361,609
Dodge	23,908	22,708	301,420	417,523
Mercury	30,135	34,623	301,544	478,752
Cadillac	18,850	27,783	195,628	288,583
AMC-Renault	15,240	18,835	163,436	165,602
Mazda	14,908	16,204	145,802	142,627
Subaru	10,220	10,424	132,282	117,730
Chrysler	11,142	15,297	128,414	232,900
Volvo	4,273	4,204	53,401	53,002
Jaguar-Rover-Triumph	1,227	1,864	30,583	41,120
Mercedes-Benz	3,778	3,408	49,069	49,092
Lincoln	5,833	12,511	64,211	120,405
BMW	2,457	1,876	34,272	32,623
Fiat	1,798	3,211	36,853	57,956
Saab	1,026	1,327	12,618	14,158
Peugeot	870	1,000	11,671	11,024
Alfa Romeo	75	229	2,876	3,742
Imperial	831	.....	1,885	.....
TOTAL	697,635	767,176	8,323,605	9,915,735

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia.

IMPORTED CAR SALES

	Nov., 1980	Nov., 1979	Jan. - Nov., 1980	Jan. - Nov., 1979
Alfa Romeo	75	229	2,876	3,742
Arrow	2,539	2,905	52,957	44,087
Audi	2,972	2,729	39,230	39,698
BMW	2,457	1,876	34,272	32,623
Challenger	753	782	12,156	13,140
Colt	2,462	3,146	48,255	58,030
Datsun	36,001	38,095	486,770	435,350
Fiat	1,635	3,095	34,932	56,475
Fiesta	4,867	5,120	64,864	72,833
Honda	31,817	27,181	340,917	327,512
Jaguar	227	267	2,737	3,477
Lancia	163	116	1,921	1,481
Mazda	14,908	16,204	145,802	142,627
Mercedes-Benz	3,778	3,408	49,069	49,092
MG	389	915	13,366	25,422
Opel	.....	.....	.....	13,815
Peugeot	870	1,000	11,671	11,024
Porsche	630	825	9,816	12,998
Renault	1,679	1,353	23,592	17,826
Rover	67	.....	350	.....
Saab	1,026	1,327	12,618	14,158
Sapporo	669	612	9,596	11,602
Subaru	10,220	10,424	132,282	117,730
Toyota	36,636	36,716	535,133	463,888
Triumph	544	682	14,130	12,221
Volkswagen	6,690	4,718	84,025	120,320
Volvo	4,273	4,204	53,401	53,002
TOTAL	168,347	167,929	2,216,738	2,154,173

NADA to Detroit: Hold price line, offer rebates

WASHINGTON.—The NADA has urged domestic and imported auto manufacturers to hold the line on new car price increases and to stimulate sales by offering rebates and dealer incentives on slow-selling models.

NADA also is calling on the Federal Reserve Board to reverse the rapidly rising cost of money for new-car buyers and dealers.

NADA President George S. Irvin said auto manufacturers and government must act to stimulate new car sales, which have fallen sharply in the past few weeks as banks' prime lending rate began rising toward its current 18.5 percent.

"People are discouraged by high interest rates and the cost of new cars and they have stopped shopping," he said.

Irvin said NADA is urging auto manufacturers to provide immediate cash rebates on slow-selling 1981 model cars and light trucks, and additional sales incentive programs for dealers.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1980	Same Period, 1979	November, 1980	Same Month, 1979	Jan. 1 to Nov. 30, 1980	Same Period, 1979
Spirit	.....	.....	3,350	4,845	47,317	50,149
Concord	.....	.....	6,236	7,268	61,809	79,837
Pacer	.....	.....	32	584	2,051	7,689
Eagle	.....	.....	3,943	4,785	28,667	10,101
AMERICAN MOTORS*.	2,700†	5,000†	13,561	17,482	139,844	147,776
Horizon	1,424	1,555	5,471	5,237	71,706	79,163
TC3	654	1,030	2,703	3,287	51,143	58,180
Reliant	3,136	.....	8,937	.....	19,131	.....
Volare	631	2,730	2,628	8,635	70,331	157,335
Voyager	.....	.....	.....	.....	.....	8,265
Fury	.....	.....	.....	.....	.....	2,681
Plymouth	94	74	335	186	13,271	296
Total Plymouth	5,939	5,389	20,074	17,345	225,582	305,920
LeBaron	1,894	2,028	5,899	6,305	59,672	93,217
Cordoba	814	2,180	3,290	5,754	41,649	56,146
Chrysler	509	977	1,953	3,238	27,093	83,537
Total Chrysler	3,217	5,185	11,142	15,297	128,414	232,900
Total Imperial	230	.....	831	.....	1,885	.....
Omni	1,108	1,189	3,893	4,224	55,893	65,534
024	609	902	2,367	2,969	44,072	51,072
Aries	2,224	.....	7,064	.....	15,142	.....
Aspen	481	2,431	2,142	6,207	53,480	110,322
Sportsman	.....	.....	.....	.....	.....	24,917
Diplomat	865	848	2,771	2,451	30,198	42,247
Monaco	.....	.....	.....	.....	.....	2,554
Mirada/Magnum	404	752	1,830	2,094	25,864	22,426
Dodge	195	256	626	835	16,360	27,281
Total Dodge	5,886	6,379	20,693	18,780	241,909	346,353
CHRYSLER CORP.	15,275	16,952	52,740	51,422	596,890	885,173
Pinto	1,430	3,742	5,301	10,673	139,291	176,822
Mustang	5,576	.....	19,386	.....	38,099	.....
Fairmont	4,191	7,406	14,216	21,055	212,651	285,866
Club Wagon	7,069	7,552	23,787	23,508	265,608	316,431
Granada	.....	.....	.....	.....	.....	31,094
LTD II	2,476	3,714	7,656	11,035	80,955	134,504
Thunderbird	.....	242	.....	696	3,012	26,042
Ford	1,841	6,735	6,539	18,712	120,059	200,432
Ford Division	2,464	5,830	9,503	15,296	134,187	228,898
Bobcat	25,047	35,221	86,388	100,975	993,862	1,400,089
Lynx	243	824	957	2,540	26,144	42,253
Zephyr	1,905	.....	5,920	.....	10,730	.....
Monarch	2,706	2,218	8,838	7,587	79,957	92,307
Cougar	.....	.....	.....	.....	.....	3,955
Cougar/Monarch	910	1,220	3,145	4,280	28,690	54,919
XR-7	753	3,088	2,737	8,413	48,855	114,364
Capri	1,148	1,943	4,059	6,183	58,587	85,466
Mercury	1,166	1,895	4,479	5,620	48,581	88,458
Total Mercury	8,831	11,188	30,135	34,623	301,544	478,752
Versailles	56	290	200	979	4,219	12,839
Lincoln	712	1,385	2,497	4,603	27,544	56,689
Mark VI	852	2,153	3,136	6,929	32,448	50,877
Total Lincoln	1,620	3,828	5,833	12,511	64,211	120,405
L-M Division	10,451	15,016	35,968	47,134	365,755	599,157
FORD MOTOR	35,498	50,237	122,356	148,109	1,359,617	1,999,246
Skyhawk	.....	309	.....	1,116	5,388	17,971
Skylark	5,295	4,168	16,484	12,154	162,505	105,222
Century	3,546	2,396	12,094	7,405	135,951	53,810
Regal	5,294	4,850	18,118	15,745	184,991	236,597
LeSabre	2,084	2,624	7,064	8,247	83,450	121,371
Electra	1,732	2,226	6,087	7,345	56,913	81,493
Riviera	1,315	1,351	4,270	4,227	39,378	47,753
Buick Division	19,266	17,924	64,117	56,239	668,576	664,217
Seville	936	1,716	3,236	5,184	32,090	40,839
Cadillac	2,882	5,903	10,480	17,873	115,605	189,768
Eldorado	1,439	1,583	5,134	4,726	47,933	57,976
Cadillac Division	5,257	9,202	18,850	27,783	195,628	288,583
Chevette	7,078	9,379	25,609	26,170	352,958	348,442
Monza	2,954	3,506	11,514	9,169	143,048	133,220
Citation/Nova	7,904	10,855	28,356	28,398	348,731	278,389
Sportvan	.....	.....	.....	.....	.....	24,594
Camaro	1,958	4,713	7,521	12,583	110,246	194,516
Malibu	6,043	9,162	23,351	25,610	249,592	323,209
Monte Carlo	3,938	6,527	14,742	17,993	153,284	250,155
Chevrolet	5,602	13,345	19,356	34,094	243,287	416,711
Corvette	793	1,320	2,939	3,558	33,899	35,944
Chevrolet Division	36,270	58,807	133,388	157,575	1,635,045	2,005,180
Starfire	.....	433	.....	1,135	5,334	17,733
Omega	1,944	2,024	6,779	4,833	81,927	45,235
Cutlass	4,168	6,227	16,126	14,955	198,277	101,688
Supreme	4,971	8,824	19,438	23,811	242,795	386,088
Olds 88	2,969	6,216	10,988	14,540	137,749	209,935
Olds 98	1,901	2,995	7,267	7,390	67,743	85,196
Toronado	750	1,461	3,167	3,573	34,442	43,481
Oldsmobile Division	16,703	28,180	63,765	70,237	768,267	889,356
Sunbird	2,780	1,594	10,272	5,786	125,099	83,293
Phoenix	2,629	2,426	9,237	7,433	92,922	72,797
Firebird	1,137	2,805	4,644	9,119	77,949	140,774
LeMans	1,688	2,615	6,681	8,773	72,755	107,598
Grand Prix	2,813	3,307	10,903	12,283	109,813	164,600
Pontiac	2,237	3,653	7,936	12,332	98,424	159,015
Pontiac Division	13,284	16,400	49,673	55,726	576,962	728,077
GENERAL MOTORS	90,780	130,513	329,793	367,560	3,844,478	4,575,413
VOLKSWAGEN	4,137	6,169	10,838	14,674	166,038	153,954
DOMESTIC TOTALS	148,390	208,784	529,288	599,247	6,106,867	7,761,562
IMPORT TOTAL	.....	.....	168,347	167,929	2,216,738	2,154,173
GRAND TOTAL	.....	.....	697,635	767,176	8,323,605	9,915,735

*—AMC does not issue a nameplate breakout for 10-day periods.
†—Estimate.

Reuss will head Buick Division

GM appoints Decker to new quality position

NEW YORK.—General Motors has created a new position, vice president in charge of quality and reliability, and named Robert W. Decker to the post. Decker has been vice president and group executive in charge of the car and truck group.

GM's Board of Directors announced several other high-level personnel changes, including the elevation of Lloyd E. Reuss to vice president and general manager of Buick Division.

Decker, a 38-year veteran of GM, has been the executive in charge of GM's five car divisions, truck and commercial vehicle operations and General Motors of Canada Ltd. He will report directly to the president.

R. W. Decker

Several other key appointments were also announced by the board.

Donald H. McPherson was named vice president and group executive of the car & truck group, succeeding Decker. McPherson has been vice president and general manager of Buick Division.

Lloyd E. Reuss was elected a vice president of General Motors and named general manager of Buick, succeeding McPherson. Reuss had been director of engineering for Chevrolet.

Paul D. Pender was named vice president and group executive in charge of the mechanical components group, succeeding George R. Elges, who is on a disability leave of absence. Pender has been vice president in charge of the operating staffs group, including industrial relations, marketing, materials management and personnel administration and development.

David C. Collier was named vice president and group executive in charge of the operating staffs group, succeeding Pender. Collier has been vice president and group executive in charge of the finance group.

Activities which previously reported to Collier, including the financial staff, the economics staff, the information and communications operations and the finance and insurance subsidiaries, will now report directly to Roger B. Smith, executive vice president and chairman-elect.

In a statement concerning Decker's appointment, the board said:

D. H. McPherson

Lloyd E. Reuss

"General Motors is determined to give its customers the highest value possible and Mr. Decker's appointment reflects GM's dedication to build the best possible cars and trucks. The importance of product quality cannot be overemphasized in today's highly competitive automotive world. It rates right up at the top along with fuel efficiency and safety."

Decker, a General Motors vice president since March 1, 1970, was appointed group executive in charge of the car and truck group, August 8, 1978.

Decker is a member of the administration committee and serves on nine of the corporation's top policy groups—energy, industrial relations, marketing, personnel administration and development, materials management, product, public relations, research and service.

Born Nov. 5, 1919, in Columbus, O., he was graduated from Ohio State University in 1941 with a bachelor of science degree in industrial engineering. Soon after graduation, he joined GM's Saginaw Steering Gear Division as a time study engineer. After a series of promotions, he was appointed a plant manager in September, 1952.

He was transferred to the Rochester Products Division, Rochester, N. Y., as works manager in April, 1957. In October, 1963, Decker was named works manager at AC Spark Plug Division, Flint, Mich. He held that position until November, 1967, when he returned to Saginaw Steering Gear Division as general manager.

Decker was elected a vice president of the corporation and put in charge of the manufacturing staff in March, 1970. On January 1, 1973, he was appointed general manager of Fisher Body Division and on October 6, 1975, was named a group executive in charge of the mechanical components group, the position he held until his current assignment.

• McPherson was appointed general manager of Buick on Nov. 6, 1978. He has been a vice president of the corporation since October 6, 1975. Prior to going to Buick, McPherson served as president, general manager and chief executive officer of General Motors of Canada since October, 1975.

Born in Wayne, Alberta, July 8, 1923, he joined Chevrolet Division in 1940 following graduation from Cass Technical High School in Detroit. Two years later, he entered the University of Michigan, and after service in the U. S. Navy, was awarded a bachelor of science degree in mechanical engineering the following year.

Reuss has been director of engineering for Chevrolet since Nov. 8, 1978.

Born Sept. 22, 1936, in Belleville, Ill., he received a bachelor of science degree in mechanical engineering from the University of Missouri-Rolla in 1957 and then served two years in the U. S. Army Corps of Engineers.

Continued on Page 35, Col. 1

P. D. Pender

D. C. Collier

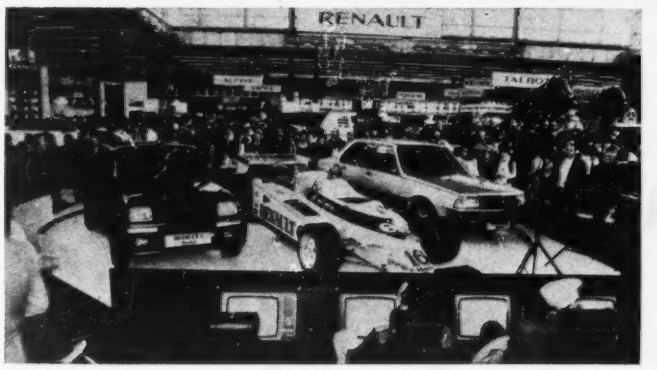
TOP CARS

U. S. new-car registrations for the first nine months of 1980. Registrations not available for Oklahoma.

1980 Pos.		Make		1979 Pos.
1—	1,305,494	Chevrolet	1,614,039—	1
2—	789,645	Ford	1,123,497—	2
3—	593,439	Oldsmobile	712,743—	3
4—	512,909	Buick	516,674—	5
5—	454,757	Pontiac	601,769—	4
6—	440,760	Toyota	349,193—	7
7—	398,578	Datsun	323,952—	8
8—	263,542	Honda	256,021—	11
9—	237,703	Mercury	384,236—	6
10—	195,094	VW	223,011—	13
11—	183,467	Dodge	294,722—	9
12—	171,599	Plymouth	260,740—	10
13—	154,785	Cadillac	225,233—	12
14—	114,845	Mazda	104,680—	16
15—	112,182	AMC	109,176—	15
16—	102,199	Chrysler	187,234—	14
17—	91,514	Subaru	74,411—	18
18—	54,287	Lincoln	94,385—	17
19—	52,073	Fiesta	60,074—	19
20—	45,263	Arrow	——	
21—	41,283	Colt	47,970—	20
22—	39,716	Volvo	40,913—	22
——		Fiat	46,886—	21
	215,791	Other Imports	246,197	
	2,792	Misc. Dom.	3,615	
	6,573,317	Total All Makes	7,901,371	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Copyright, 1980, Automotive News



Turbo trailblazing

Renault featured a history of turbo technology at the Paris Auto Salon. Renault began its high technology turbo research in Formula One, center stage, developed it for limited production in the Renault 5 Turbo, left, and has most recently introduced a mass-produced model of the Renault 18 Turbo, right.

Henry II calls imports economic Pearl Harbor

By Ralph Gray
Crain News Service

DEARBORN. — Japanese car imports are causing an "economic Pearl Harbor" in the U. S. auto market, Henry Ford II charged.

He called for "voluntary restrictions" on the export of Japanese vehicles to the U. S., saying the Japanese government "runs its industry with a very strong hand."

If that isn't done, "they're going to find themselves in a hell of a lot of trouble. I think we've got an economic Pearl Harbor with the Japanese and if they don't wake up to it, they're going to be in a lot of trouble," said Ford, retired chairman of Ford Motor Co., who is now chairman of the finance committee.

"I don't know what Pearl Harbor (the Japanese attack that marked America's entry into World War II) was caused by. I don't know what the reasons for Pearl Harbor were in the Japanese mind. But they can't take us over trade-wise. We're just not going to stand for it.

"We just can't stand for it. We can't degrade this country the way it's been degraded by the way the Japanese are treating us. We can strike back—decide what to do and get on with it," Ford said.

"We've got to talk to the Japanese government in a very

Continued on Page 36, Col. 1

702,111 new-car total lowest for month since 1970

September registrations still slump

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in September continued to plod along at the lowest level since 1970 despite record import totals, according to figures compiled by R. L. Polk & Co.

New-car registrations in September totaled 702,111, down 17.91 percent from 855,346 a year earlier. The total was off 0.26 percent from the August tally of 703,923.

It was the lowest September count since 1970, when 612,140 new cars were registered. Record for September is 912,473, set in 1977.

While the domestic total of 489,682 was down 25.95 percent from 661,265 a year earlier, the import tally of 212,429 was a record for September, up 9.45 percent from 194,081 last year.

Registrations of new cars in the U. S. for the first nine months of 1980 totaled 1,898,459, down 16.81 percent from 1,773,308 last year.

• Of the U. S. corporate makers only American Motors increased its share of September market compared with the preceding year, accounting for 1.79 percent, up 0.37 of a percentage point.

Biggest loser was Ford Motor Co., down 3.91 points to 13.94 percent, followed closely by Chrysler Corp., off 3.63 points to 7.73 percent. General Motors accounted for 46.22 percent of September registrations, down 0.42 of a point.

Miscellaneous domestic lines accounted for 0.06 percent, up 0.02 of a point.

Gathering up all those losing shares were the imports, which took 30.26 percent of the September registrations, a gain of

Continued on Page 33, Col. 2

NEW-CAR MARKET SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1980	Percent Share of Market	Regis., Sept., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 9 mos., 1980	Percent Share of Market	Regis., 9 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet	136,138	19.39	172,113	20.12	— 0.73	1,305,494	19.86	1,614,039	20.43	— 0.57
Ford	70,729	10.07	105,324	12.31	— 2.24	789,645	12.01	1,123,497	14.22	— 2.21
Oldsmobile	64,901	9.24	77,342	9.04	+ 0.20	593,439	9.03	712,743	9.02	+ 0.01
Buick	58,662	8.35	59,701	6.98	+ 1.37	512,909	7.80	516,674	6.54	+ 1.26
Pontiac	49,396	7.04	65,827	7.70	— 0.66	454,757	6.92	601,769	7.61	— 0.69
Mercury	22,462	3.20	38,268	4.47	— 1.27	237,703	3.62	384,236	4.86	— 1.24
Dodge	21,232	3.02	36,032	4.21	— 1.19	183,467	2.79	294,722	3.73	— 0.94
Plymouth	21,133	3.01	29,552	3.46	— 0.45	171,599	2.61	260,740	3.30	— 0.69
Cadillac	15,413	2.20	23,955	2.80	— 0.60	154,785	2.35	225,233	2.85	— 0.50
AMC	12,554	1.79	12,133	1.42	+ 0.37	112,182	1.71	109,176	1.38	+ 0.33
Chrysler	11,935	1.70	31,540	3.69	— 1.99	102,199	1.55	187,234	2.37	— 0.82
Lincoln	4,685	0.67	9,108	1.07	— 0.40	54,287	0.83	94,385	1.20	— 0.37
GENERAL MOTORS	324,510	46.22	398,938	46.64	— 0.42	3,021,384	45.96	3,670,458	46.45	— 0.49
FORD MOTOR CO.	97,876	13.94	152,700	17.86	— 3.92	1,081,635	16.46	1,602,118	20.28	— 3.82
CHRYSLER CORP.	54,300	7.73	97,124	11.36	— 3.63	457,265	6.95	742,696	9.40	— 2.45
AMERICAN MOTORS	12,554	1.79	12,133	1.42	+ 0.37	112,182	1.71	109,176	1.38	+ 0.33
IMPORTS	212,429	30.26	194,081	22.69	+ 7.57	1,898,459	28.88	1,773,308	22.45	+ 6.44
MISCELLANEOUS	442	0.06	370	0.04	+ 0.02	2,792	0.04	3,615	0.05	— 0.01
TOTAL	702,111		855,346			6,573,317		7,901,371		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

index

Auction reports	32
Classified advertising	24
Editorial page	10
Personnel	22
Production by makes	39
Registrations, car, truck	33
Truck highlights	14

56th year — No. 4839

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

702,111 new-car total lowest for month since 1970

September registrations still slump

Continued from Page 3

7.57 points from a year earlier.

Excluding imports, domestic-only registrations in September were divided this way: GM, 66.27 percent; Ford Motor Co., 19.99 percent; Chrysler Corp., 11.09 percent; AMC, 2.56 percent, and miscellaneous, 0.09 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.33 percent; Ford Motor Co., 23.09 percent; Chrysler Corp., 14.69 percent; AMC, 1.83 percent, and miscellaneous, 0.06 percent.

By size segments, only subcompacts improved their market share over the preceding September among domestic cars. Subcompacts accounted for 14.95 percent of the total, up 5.49 points.

Standards suffered the biggest loss, down 6.45 points to 9.82 percent. Also down were intermediates, off 3.59 points to 21.62 percent; compacts, down 1.47 points to 19.18 percent, and luxury cars, off 0.70 of a point to 4.17 percent.

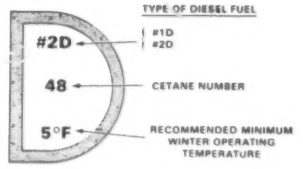
Registrations by size class in September were: Subcompact, 104,972; compact, 134,639; intermediate, 151,790; standard, 68,974; luxury, 29,307, and import, 212,429.

Among the top 20 nameplates in registrations, standard Ford was missing for the first time and Chrysler Corp. had two entries for the first time in a while as Omni moved into 19th place.

Chevette took over the lead from Citation and, more evidence of the subcompact surge, Pinto moved up from 17th place into 11th.

The top 20 domestic nameplates in registrations during September were:

1—Chevrolet Chevette	31,048
2—Chevrolet Citation	28,100
3—Olds Cutlass Supreme	22,762
4—Chevrolet Malibu	20,229
5—Buick Regal	17,618
6—Standard Chevrolet	16,927
7—Standard Oldsmobile	15,946
8—Ford Mustang	15,875
9—Oldsmobile Cutlass	15,825
10—Ford Fairmont	15,462
11—Ford Pinto	15,114
12—Chevrolet Monza	14,620
13—Buick Skylark	14,296
14—Plymouth Horizon	13,389
15—Chevrolet Monte Carlo	12,770
16—Pontiac Sunbird	12,607
17—Standard Buick	11,902
18—Buick Century	11,263
19—Dodge Omni	9,814
20—Pontiac Grand Prix	9,813



Fuel info

General Motors would like to see a symbol like this on diesel fuel pumps. Tied in with information in owner manuals, the symbol would let a fuel buyer select the fuel preferred for a particular car engine and time.

Ford to produce parts in joint Mexican venture

MEXICO CITY.—Ford Motor Co. has announced another joint venture in Mexico, this one to manufacture automotive plastic parts with the Monterrey-based Valores Industriales (VISA) group.

The new operation, scheduled to be producing by mid-1982, will involve a projected investment of $45.6 million. Sixty percent of the equity is to be held by VISA, 40 percent by Ford.

Two other Ford joint ventures are also scheduled to be producing from Villa de Garcia plants: A project with the Alfa Industrial Group which is scheduled to produce aluminum engine parts for autos and a project with the Monterrey-based Vitro glass group to produce auto glass.

No site has yet been named for Ford's proposed $365 million engine plant which is to produce four- and six-cylinder engines.

In an unrelated development, Ford and unionized workers at Mexico City's engine and vehicle assembly plants reached agreement on a one-year pact, ending a 12-day strike.

The contract calls for a 27.5-percent wage increase plus increases in fringe benefits.

MacKenzie's winner

Gordon MacKenzie, Lincoln-Mercury general manager, draws the name of the first weekend winner in the division's employe test-drive program. The new 1981 Lynx and Cougar models can be driven overnight by participating employes, and six will have the use of a car for a weekend.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
SEPTEMBER, '80 VS. SEPTEMBER, '79

	1980 Sept.	1980 Year	1979 Sept.	1979 Year
AMX Spirit/AMX	4,418	39,812	4,714	36,014
Concord	4,279	37,875	4,879	51,072
Concord Station Wagon	1,236	10,866	1,438	12,169
Eagle 4 WD	1,147	9,106	243	243
Eagle Station Wagon	1,134	12,210	320	320
Eagle SX4 4 WD	208	208		
Pacer	38	644	135	2,213
Pacer Station Wagon	94	1,461	404	4,663
Matador				346
Matador Station Wagon				136
Total American Motors Corp.	12,554	112,182	12,133	109,176
Chrysler LeBaron	5,081	40,363	10,710	66,686
LeBaron Station Wagon	740	6,234	1,920	11,145
Cordoba	3,793	32,757	8,110	41,223
Newport	1,243	9,798	6,264	43,659
New Yorker	1,076	13,045	4,536	24,521
Imperial	2	2		
Total	11,935	102,199	31,540	187,234
Plymouth Horizon	13,389	99,086	8,937	115,632
Voyager			1,072	7,798
Reliant	222	222		
Reliant Station Wagon	22	22		
Volare	5,111	49,942	14,563	101,525
Volare Station Wagon	1,394	11,804	4,968	32,594
Fury				3,041
Fury Station Wagon				138
Gran Fury	995	10,523	12	12
Total	21,133	171,599	29,552	260,740
Dodge Omni	9,814	80,250	7,747	98,584
Aries	103	103		
Aries Station Wagon	17	17		
Aspen	3,881	38,104	10,231	68,832
Aspen Station Wagon	974	8,835	4,223	25,058
Sportsman			2,444	23,817
Monaco				2,894
Monaco Station Wagon				108
Diplomat	2,356	19,590	4,561	31,136
Diplomat Station Wagon	379	3,342	821	5,218
Magnum XE/Mirada	2,210	19,960	2,665	17,475
St. Regis	1,498	12,866	3,340	21,600
Total	21,232	183,467	36,032	294,722
Total Chrysler Corp.	54,000	457,265	97,124	742,696
Escort	318	318		
Escort Station Wagon	167	167		
Pinto	11,746	94,368	9,145	104,122
Pinto Station Wagon	3,368	26,050	3,084	41,368
Fairmont	11,061	157,609	16,921	182,187
Fairmont Station Wagon	4,401	56,726	5,573	62,917
Granada	7,086	59,592	9,875	108,941
Club Wagon			2,406	30,270
LTD II	113	3,046	1,287	24,619
LTD	5,036	71,436	14,515	157,336
LTD Crown Victoria	1,929	18,971		
Ford Station Wagon	1,171	19,614	3,058	37,519
Mustang	15,875	176,868	21,197	226,307
Thunderbird	8,458	104,880	18,263	147,911
Total	70,729	789,645	105,324	1,123,497
Lincoln Continental	2,111	23,025	3,997	46,795
Continental Mark	2,326	27,110	3,860	37,151
Versailles	248	4,152	1,251	10,439
Total	4,685	54,287	9,108	94,385
Mercury Lynx	100	100		
Lynx Station Wagon	27	27		
Bobcat	2,492	19,294	2,590	27,732
Bobcat Station Wagon	452	4,048	531	6,887
Zephyr	4,065	46,959	5,367	58,910
Zephyr Station Wagon	1,461	14,316	1,240	14,164
Monarch/'81 Cougar	2,058	20,963	3,769	42,509
Marquis	1,112	10,773	2,885	21,098
Marquis Brougham	940	9,033	2,228	17,810
Grand Marquis	1,175	13,684	2,440	22,437
Marquis Station Wagon	412	5,488	1,078	10,484
XR7	3,660	44,313	10,366	92,585
Capri	4,508	48,705	5,774	69,620
Total	22,462	237,703	38,268	384,236
Lincoln-Mercury Division	27,147	291,990	47,376	478,621
Total Ford Motor Co.	97,876	1,081,635	152,700	1,602,118
Buick Skyhawk	238	5,525	1,603	14,495
Skylark	14,296	125,748	11,272	70,348
Century	10,079	89,969	1,708	16,662
Regal	17,618	139,411	20,823	192,315
Century Station Wagon	1,184	12,689	2,069	20,325
LeSabre	2,978	22,236	2,376	22,563
LeSabre Limited	3,738	37,469	8,209	66,763
Electra 225	4,661	42,668	7,685	62,965
Buick Station Wagon	525	7,368	1,161	12,271
Riviera	3,345	29,826	2,795	37,967
Total	58,662	512,909	59,701	516,674
Cadillac deVille	7,444	73,270	14,683	123,228
Fleetwood & Chassis	1,726	20,469	2,412	25,415
Eldorado	4,045	35,596	4,034	46,235
Seville	2,198	25,450	2,826	30,355
Total	15,413	154,785	23,955	225,233
Chevrolet Chevette	31,048	281,555	24,281	281,531
Camaro	9,419	92,208	13,274	163,154
Monza	14,612	110,904	9,630	98,744
Monza Station Wagon	8	353	632	12,837
Citation	28,100	283,839	31,740	203,872
Sportvan			2,307	24,343
Malibu	15,666	145,532	18,493	186,115
Malibu Station Wagon	4,563	47,271	6,891	72,493
Monte Carlo	12,770	117,496	24,818	205,195
Impala	5,920	66,107	13,022	124,917
Caprice	8,045	89,382	16,591	141,459
Chevrolet Station Wagon	2,962	43,682	7,108	69,685
Corvette	3,025	27,164	3,326	29,694
Total	136,138	1,305,494	172,113	1,614,039
Oldsmobile Starfire	168	5,339	1,397	14,733
Omega	7,363	63,651	4,777	32,223
Cutlass Salon	13,724	124,794	3,173	34,465
Cutlass Supreme/Calais	22,762	191,451	37,196	317,714
Cutlass Station Wagon	2,101	23,624	3,630	35,756
Delta 88	1,528	15,067	2,337	25,654
Delta 88 Royale	8,550	82,324	13,552	127,1[illegible]
98	5,085	47,540	7,216	[illegible]
Oldsmobile Station Wagon	783	13,037	1,648	[illegible]
Toronado	2,837	26,612	2,416	34,[illegible]
Total	64,901	593,439	77,342	712,74[illegible]
Pontiac Sunbird	12,604	95,148	6,297	67,309
Sunbird Station Wagon	3	61	89	2,420
Phoenix	7,946	72,860	7,875	53,610
LeMans	3,963	39,075	5,340	59,952
LeMans Station Wagon	1,613	18,679	2,960	28,951
Catalina	1,032	10,214	2,271	19,713
Bonneville	3,786	35,926	9,187	65,575
Bonneville Brougham	1,823	24,077	3,717	28,807
Pontiac Station Wagon	529	8,875	1,953	17,817
Grand Prix	9,813	82,343	15,855	137,592
Firebird	6,284	67,499	10,283	120,023
Total	49,396	454,757	65,827	601,769
Total General Motors	324,510	3,021,384	398,938	3,670,458
(Checker)	409	2,562	333	3,329
Miscellaneous Domestic Total	442	2,792	370	3,615
Domestic Station Wagon Total	31,720	356,867	65,028	645,866
Domestic Grand Total	489,682	4,830,691	661,265	6,128,063
Import Total	212,429	1,898,459	194,081	1,773,308
Grand Total All Registrations	702,111	6,573,317	855,346	7,901,371

Registrations not available for Oklahoma.

Ground broken for Marysville (O.) car plant

Honda 'proceeds with ambition'

By Jim Plegue
Staff Writer

MARYSVILLE, O.—Posted at several locations within Honda's year-old motorcycle assembly plant here is a five-point list of the Japanese maker's management policy. At the very top is this directive: "Proceed always with youthfulness and ambition."

Honda of America Mfg., Inc., closely following its management's top directive broke ground here last week for its $200 million automotive assembly complex, the first Japanese auto plant to be built in the U. S.

Construction of the 900,000-square-foot complex, located on 260 acres of land adjacent to the cycle factory, comes almost exactly 10 years from the date that Honda began importing cars in the U. S. The complex will not only house assembly operations, it will also include stamping, welding, painting and plastic injection-molding facilities.

Plant start-up is expected in two years with the 1983 Accord model, which will be identical to the car sold in Japan but "restructured" from the current Accord model, Honda officials said.

At peak capacity, the one-line assembly operation will build 10,000 Accord models per month, Honda said.

It could have been the groundbreaking festivities for a new branch of the local bank or a new city hall. Politicians made speeches, photographers snapped photos and journalists conducted interviews, an American flag was prominently displayed and the Maryville high-school pep band played the Star Spangled Banner.

The difference was that many of the honored guests were from the other side of the globe. Some did not speak English. And many of the photographers and journalists were from the international media.

The groundbreaking ceremony —a unique and unlikely meeting of East and West in rural Ohio— got its kickoff when Kiyoshi Kawashima, president of Honda Motor Co., Toyko, and Ohio Governor James Rhodes shoveled the first spade of dirt from a four-foot hole in a tent-covered concrete floor.

The event was well attended by dignitaries from both sides, including Clarent Brown, Ohio's U. S. representative, Jiro Aiko, Japanese minister to the U. S., and an entire platoon of local elected officials as well as a dozen high-ranking Honda officials from both sides of the ocean.

At peak production, the Honda auto plant will employ about 2,000 workers — or "associates," as Honda calls them — most of whom will be hired from a 75-mile area radius surrounding Marysville, a small town located northwest of Columbus, O.

• About 80 percent of the Honda's $200 million U. S. investment (which is equal to almost twice the company's net worldwide income last year, according to one official) will be financed by Honda of America. The balance will be met by the parent company in Tokyo.

Koichiro Yoshizawa, a senior director of the parent company and director of Honda of America Manufacturing, said Honda will increase U. S. imports 6 percent next year, a necessity both to maintain a healthy dealer network and to insure financing of the U. S. plant.

Yoshizawa said Honda will retail about 400,000 cars in the U. S. during calendar 1981. Sales this year are expected to total 375,000 units, up six percent from the 353,000 sold during calendar 1979.

The UAW has clearly expressed its intentions to unionize both the motorcycle and the auto assembly plants. To date, the cycle plant is not organized by the UAW. Pressed on the question of unionization, Honda President Kawashima said the company will remain "neutral."

"The situation is the same here as in Japan," he said. "It has to be decided by the members (employees) of the company themselves, not by the administration. We are taking no steps to stop unionization."

• Honda publicly announced its car assembly project in 1977, but the original decision dates back to 1974. In addition to the 260-acre car assembly site and the 214-acre motorcycle plant, Honda has also purchased an adjoining 390 acres which officials have said are reserved "for the future." The Honda complex abuts the Ohio Transportation Research Center.

"We're proud to say that our motorcycle plant is well managed by our U. S. associates and we are confident that our car assembly operations will be the same."

Jim Plegue

Honda has arrived

Ohio Governor James A. Rhodes and Kiyoshi Kawashima, president, Honda Motor Co., Tokyo, turn the first spade of soil at ground breaking ceremonies for the new Honda car assembly plant being built in Marysville, O.

Service Index climbs again in October on parts sales

By Francis J. Gawronski
Service Editor

Despite a sharp drop in the rate of growth, new-car dealers' service and parts volume showed an increase in October for the second consecutive month, and for only the fifth time this year.

As measured by the Automotive News Service Index, shop business in October amounted to 100.3 percent to barely top the volume recorded in the same month a year ago.

In September, the Service Index was 108.1 percent of the 1979 figure—the biggest increase since October, 1979, when shop volume hit 109.5 percent of the business for the like month the year before.

For the 19th consecutive month, repair orders written failed to show a gain in October. This indicator was 10.4 percent below the figure for the like month the year before.

Other indicators showing declines were gross profit on all labor, parts and accessory sales —the most important item from the dealer's viewpoint — down 1.9 percent, and total labor sales —customer paid and warranty— off 1.6 percent from the year-ago figure.

The indicator showing the highest increase in September was sales of all parts, which advanced 8.8 over the year-ago volume. Shop parts sales (those used in both customer-paid and warranty work) were up 2.2 percent over last year's volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of nation's new-car dealers.

For the January-October period, shop business amounted to 97.8 percent of the business done in the same period a year ago, a slight improvement over the 97.2-percent showing for the January-September period.

The leading indicator for the 10 months was gross profit, up 1.6 percent, followed by sales of all parts and accessories, up 0.3 percent.

Repair orders written showed the biggest decline for the period, down 10.4 percent, followed by labor sales, down 0.3 percent, and shop parts sales, down 0.2 percent.

SERVICE INDEX
100.3*

	Oct., '80 vs. Oct., '79	10 mos., '80 vs. 10 mos., '79
Gross Profit on All Labor and P&A Sales	− 1.9%	+ 1.6%
Repair Orders Written	−10.4%	−10.4%
Total Labor Sales (Customer & Warranty)	− 1.6%	− 0.4%
Shop Parts Sales (Customer & Warranty)	+ 2.2%	− 0.2%
Sales of All P&A	+ 8.8%	+ 0.3%

*—Survey by Automotive News shows that dealers' service and parts business in Oct., 1980, was 100.3 percent of business in Oct., 1979. Service business in the 10 months of 1980 was 97.8 percent of business in the corresponding period in 1979.

Tax credits urged by DOE to boost 1990 CAFE level

Continued from Page 2

those being made by the auto industry which has argued before NHTSA and Congress that post-1985 fuel economy standards are not needed because market demand will insure higher CAFEs than the 27.5 MPG mandated by Congress and that the government should be providing financial assistance in the form of tax credits for the development of fuel-economy technologies.

The study also echoes the sentiments of the incoming Reagan Administration, and indeed, Lewis said it would be turned over to the Reagan transition team and "we think this should be the top priority for the next Administration."

Besides the higher CAFE standards the study recommends decontrol of natural gas prices by 1982 and a speed-up in leasing offshore oil fields. The former could cut oil imports by 430,000 barrels a day by 1995 and the latter 400,000 barrels a day in 1990, the study says.

It projects U. S. oil imports will average 6.7 million barrels a day in 1990, down from the 7.9 million barrels per day being used today, but if all the recommendations made in the report were implemented, oil imports could be reduced by 2 million to 3 million barrels a day.

Japan cuts car shipments to U.S. during October

By John Hartley
Staff Correspondent

TOKYO.—Evidence that Japan is reducing shipments of autos to the U. S. comes in the statistics for October.

Toyota shipped 53,697 units to the U. S., down 1.8 percent from the same month last year, and Nissan's 39,086 was down 16 percent. However, the overall trend was for exports to increase, with Toyota exporting 141,126 units (up 12 percent) and Nissan 109,-791 (up 16 percent).

October was the first time in 17 months that Toyota did not increase exports to the U. S., whereas Nissan's were down in September as well. However, the volume is still high.

The reduction is partly due to lower shipments of trucks, following the tariff increase, and some loss of market share to the new small American cars. It is hardly a case of reducing the exports to help the U. S. industry.

All is not well at Toyota— October domestic sales fell 14.5 percent. Nissan suffered a much smaller—5.6 percent—drop. The fall in the market in Japan has led to a lot of special promotion schemes this fall, and auto makers are hoping for some respite now that the discount rate has been reduced by one percent to an amazingly low 7.25 percent.

Japanese auto makers seem to be surprised that this downward trend hides a downsizing operation on the part of Japanese buyers. The trend is for cars with engines of over 120 CID to lose out to the smaller ones; the gain in the market for cars of 60-90 CID has been about 10 percent. At the same time, sales of midget vehicles are booming, and are expected to reach one million units for the first time in many years. (The record is 1.25 million, set in 1970).

Takashi Ishihara, Nissan Motors' president, said recently he hoped Nissan would be able to maintain its current levels of sales of larger cars in the next year. He said that Nissan and its competitors had been busy introducing new models to stimulate sales of larger cars.

Nissan, of course, has just introduced the Leopard specialty hardtop and coupe, and the rebodied Laurel sedan and hardtop. Both these models have a number of luxury features that should appeal to Japanese motorists. The Datsun maker hopes the Leopard, as an extra model, will gain extra sales.

Toyota has recently rebodied its Chaser and Mark II (Cressida in export markets) and is also hopeful that these will increase sales. However, neither the new Nissans or Toyotas offer anything new to motorists worried about the cost of fuel and running costs in general. There is some weight saving— 50-100 pounds — and some improvement in gas mileage, but these improvements are minor.

None of the cars is smaller, so it is more likely that they will help to retain a proportion of customers, rather than extend that sector of the market. In addition, the Leopard is likely to take sales away from the bigger Gloria/Cedric (280C) sedans and the 280ZX sports coupe, which is not the success it might have been in Japan.

Therefore, it looks as if the Japanese market may follow that in the U. S., but more slowly, with a gradual change in sizes taking place. And as more small luxury cars are introduced, the trend is likely to accelerate—so long as the Japanese put a bit more effort into increasing passenger space.

"NEW" "X" BODY GM "CONVERTS"
PHOENIX—OMEGA—SKYLARK

"GM" Dealers Newest Profit Potential*

Superbly engineered and styled and the perfect answer to the new breed of economy convertibles. Base units can be drop-shipped to American Custom Coachworks' plants, or there are open factory (pool cars) presently in build that are available.

CALL (213) 272-7908 or (213) 278-0643
***FOR MORE INFORMATION**

***DISTRIBUTOR POINTS AVAILABLE FOR QUALIFIED DEALERS**

LONG-TERM
AUTO LEASING INSURANCE
We make sure you are covered by a high-quality carrier.

Allied with major admitted carriers, we have long experience with this difficult-to-place insurance. We make it easier for you with a special program of insurance designed specifically for the automobile leasing/rental industry.

- **Lessors Contingent Liability**
- **Lessors Excess Liability**
- Primary Physical Damage
- Primary Liability coverages
- Interim Car coverages

We invite your inquiry and your business.
Call or write Ron Ruane.

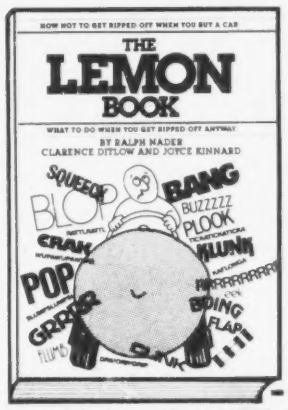
International Risks, Inc.
The Irwin Building
King of Prussia, PA 19406
(215) 265-4170

A subsidiary of IBCG

WARNING!

RALPH NADER'S GOT A NEW BOOK. READ IT BEFORE YOUR CUSTOMERS DO.

The Consumerist's handbook for buying new and used cars.



Here's what they'll be asking for . . . will you have the answers?

Please rush my copy of The Lemon Book at $7.95 plus $2.05 for handling and United Parcel Service shipping (Total $10.00).
Caroline House Publishers, P.O. Box 738, Ottawa, IL 61350
I enclose $10.00 in check or money order Charge my VISA MasterCharge

Card no Signature

Name

Address (no P.O. Boxes please)

City, State, Zip AN-1

Vinyl, electric and T-type down sharply

Fancy roofs nosedive on '80 cars

By Joseph Bohn
Marketing Editor

Car buyers still want fancy looking automobiles, but they are mostly getting them without the aid of various kinds of optional roofs, an AUTOMOTIVE NEWS survey revealed.

Pop-up sunroofs and manual sliding sunroofs are still holding their own generally because they are an inexpensive way to add something extra.

But vinyl roofs, electrically controlled sunroofs and T-roofs were down sharply on '80-model domestically built cars.

Vinyl roofs in particular suffered a decline, with the increasing popularity of two-tone paint combinations, such as Seville offers.

Last year, the industry installed only 1,717,050 vinyl roofs on 24.03 percent of its cars. That was down sharply from 3,346,118, or 35.80 percent, a year earlier.

General Motors was down considerably, particularly at Cadillac, where the luxury Seville didn't offer a vinyl roof option.

GM installed vinyl roofs on only 22.10 percent of its cars, equal to 1,013,532. That was down from 31.01 percent, or 1,598,218 in '79.

Ford Motor's penetration also fell, even though it was still well ahead of GM's. Ford installed 455,374 vinyl roofs in 33.15 percent of its domestically built cars. That was down from 1,243,300, or 45.16 percent, in '79.

Chrysler installed vinyl roofs on 174,478 cars, equal to 22.80 percent. That too was off from 436,886, or 38.46 percent, in '79.

American Motors installed them on 73,666 cars, equal to 37.23 percent of output. That was up in volume from 67,714, but down in percentage from the 39.96 percent penetration of '79.

Volkswagen didn't offer the vinyl roof on domestic Rabbits.

• Volkswagen, however, was the only domestic to offer a manual sliding roof, having installed 46,886 of them on 21.00 percent of its Rabbits.

The option, offered in '79 on Cutlass as well as Rabbit, accounted for 13,672 units in '79, or 0.03 percent of industry production. In '80 it accounted for 0.66 percent of production.

Electrically operated sunroofs took a big beating, dropping to

Continued on Page 19, Col. 1

DECORATIVE ROOF OPTIONS ON 1980 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	73,666	37.23	N.A.	—	N.A.	—	5,103	2.58	N.A.	—
Eagle	20,482	44.20	N.A.	—	N.A.	—	1,016	2.20	N.A.	—
Concord	53,184	66.10	N.A.	—	N.A.	—	1,119	1.40	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	2,968	4.20	N.A.	—
CHRYSLER CORP.	174,478	22.80	N.A.	—	2,618	0.34	10,034	1.31	1,880	0.25
C-P Division	119,654	26.46	N.A.	—	2,010	0.44	5,199	1.15	829	0.18
Horizon	N.A.	—	N.A.	—	N.A.	—	5,199	3.20	N.A.	—
Volare	11,855	10.80	N.A.	—	N.A.	—	N.A.	—	220	0.20
'80 Gran Fury	2,472	13.20	N.A.	—	2	0.00	N.A.	—	N.A.	—
Cordoba	43,799	76.20	N.A.	—	230	0.40	N.A.	—	460	0.80
Chrysler	23,699	81.40	N.A.	—	1,106	3.80	N.A.	—	N.A.	—
LeBaron	37,829	50.70	N.A.	—	672	0.90	N.A.	—	149	0.20
Dodge Total	54,824	17.51	N.A.	—	608	0.19	4,835	1.54	1,051	0.34
Omni	N.A.	—	N.A.	—	N.A.	—	4,835	3.50	N.A.	—
St. Regis	4,984	29.20	N.A.	—	170	1.00	N.A.	—	N.A.	—
Diplomat	19,159	50.20	N.A.	—	267	0.70	N.A.	—	76	0.20
Aspen	11,795	13.80	N.A.	—	N.A.	—	N.A.	—	85	0.10
Mirada	18,886	55.20	N.A.	—	171	0.50	N.A.	—	890	2.60
FORD MOTOR	455,374	33.15	N.A.	—	12,154	0.88	69,325	5.05	N.A.	—
Ford Division	262,610	26.77	N.A.	—	271	0.00	48,600	4.95	N.A.	—
Pinto	N.A.	—	N.A.	—	N.A.	—	3,492	2.80	N.A.	—
Mustang/Mustang II	17,907	6.60	N.A.	—	N.A.	—	30,931	11.40	N.A.	—
Fairmont	33,292	14.20	N.A.	—	N.A.	—	4,455	1.90	N.A.	—
Granada	36,533	40.40	N.A.	—	271	0.30	N.A.	—	N.A.	—
Thunderbird	127,638	81.40	N.A.	—	N.A.	—	9,722	6.20	N.A.	—
Ford	47,240	45.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
L-M Division	192,764	49.11	N.A.	—	11,883	3.03	20,725	5.28	N.A.	—
Bobcat	N.A.	—	N.A.	—	N.A.	—	1,454	5.90	N.A.	—
Capri	N.A.	—	N.A.	—	N.A.	—	13,597	17.00	N.A.	—
Zephyr	14,644	20.90	N.A.	—	N.A.	—	1,612	2.30	N.A.	—
Monarch	12,451	40.80	N.A.	—	183	0.60	N.A.	—	N.A.	—
Cougar/XR7	51,645	[illegible]	N.A.	—	N.A.	—	4,062	7.00	N.A.	—
Mercury	39,116	[illegible]	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln	31,233	[illegible].00	N.A.	—	2,186	700	N.A.	—	N.A.	—
Versailles	4,784	100.00	N.A.	—	919	19.20	N.A.	—	N.A.	—
Mark VI	38,891	100.00	N.A.	—	8,595	22.10	N.A.	—	N.A.	—
GENERAL MOTORS	7,013,532	100.00	N.A.	—	73,877	1.61	48,241	1.05	120,107	2.62
Buick Division	260,231	32.52	N.A.	—	17,995	2.25	5,083	0.64	2,925	0.37
Skyhawk	N.A.	—	N.A.	—	N.A.	—	N.A.	—	366	4.40
Skylark	34,313	16.20	N.A.	—	N.A.	—	5,083	2.40	N.A.	—
Century	37,553	25.30	N.A.	—	1,781	1.20	N.A.	—	N.A.	—
Regal	87,214	40.60	N.A.	—	3,076	1.40	N.A.	—	2,559	1.20
Buick	69,923	41.60	N.A.	—	5,040	3.00	N.A.	—	N.A.	—
Riviera	31,228	64.20	N.A.	—	8,098	16.70	N.A.	—	N.A.	—
Cadillac Division	154,930	67.06	N.A.	—	23,859	10.33	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	6,184	15.70	N.A.	—	N.A.	—
Cadillac	127,698	91.87	N.A.	—	8,465	6.09	N.A.	—	N.A.	—
Eldorado	27,232	51.70	N.A.	—	9,210	17.50	N.A.	—	N.A.	—
Chevrolet Division	97,579	4.81	N.A.	—	4,883	0.24	24,722	1.22	69,803	3.44
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monza	10,693	6.30	N.A.	—	N.A.	—	6,620	3.90	N.A.	—
Camaro	N.A.	—	N.A.	—	N.A.	—	N.A.	—	24,779	16.30
Citation	N.A.	—	N.A.	—	N.A.	—	18,102	2.90	N.A.	—
Malibu/Chevelle	18,042	6.50	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	31,754	25.20	N.A.	—	2,646	2.10	N.A.	—	4,410	3.50
Chevrolet	37,090	19.90	N.A.	—	2,237	1.20	N.A.	—	N.A.	—
Corvette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	40,614	100.00
Oldsmobile Division	377,428	44.53	N.A.	—	19,943	2.35	N.A.	—	9,230	1.09
Starfire	N.A.	—	N.A.	—	N.A.	—	N.A.	—	445	5.40
Omega	23,931	17.80	N.A.	—	N.A.	—	N.A.	—	3,861	2.90
Cutlass	177,239	42.00	N.A.	—	5,618	1.30	N.A.	—	4,924	1.20
Oldsmobile	149,679	62.50	N.A.	—	6,212	2.60	N.A.	—	N.A.	—
Toronado	26,579	61.20	N.A.	—	8,113	18.70	N.A.	—	N.A.	—
Pontiac Division	123,364	18.18	N.A.	—	7,197	1.06	19,436	2.72	38,149	5.62
Sunbird	9,743	6.81	N.A.	—	N.A.	—	13,477	9.42	N.A.	—
Phoenix	14,004	7.85	N.A.	—	N.A.	—	4,959	2.78	N.A.	—
Firebird	N.A.	—	N.A.	—	N.A.	—	N.A.	—	34,490	32.13
LeMans	4,678	7.64	N.A.	—	139	0.23	N.A.	—	N.A.	—
Grand Prix	56,600	49.34	N.A.	—	4,623	4.03	N.A.	—	3,659	3.19
Pontiac	38,339	51.84	N.A.	—	2,435	3.29	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	46,886	21.00	N.A.	—	N.A.	—	N.A.	—
Total Cars, U. S.	1,717,050	24.03	46,886	0.66	88,649	1.24	132,703	1.86	121,987	1.71

NOTE: Installation numbers are based on U. S. car production, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.

By Borg-Warner chairman

Japanese challenge called U. S. prod

SAN FRANCISCO. — "Being challenged by Japan may be the best thing that has happened to American industry in decades," Borg-Warner Chairman James F. Bere told the World Affairs Council here.

"That challenge is forcing the U. S. to improve productivity so we can deliver a better product for less than anyone else, and to improve our marketing to supply the products the world needs, when and where they need it," Bere said.

Bere, who is chairman of the Advisory Council of Japan-U. S. Economic Relations, said calls from within the U. S. for protectionism are "a mistake."

"Protectionism simply eliminates the incentives to become more efficient and more competitive," Bere said. "Nor will more Japanese-owned and operated plants in this country improve either the immediate job situation or domestic industry's competitive position."

Japanese executives have indicated that such plants would probably be so highly automated as to be almost negligible as a new job source, Bere said. "And, by implication, they would also be more efficient than existing U. S. operations."

Bere called for increased American productivity and exports as solutions.

"Thirty years ago, the U. S. sent abroad only 4 percent of its total output. Last year it was 8 percent of a much larger base. Still, our share of world trade has declined by almost a third," he continued. "Only about 10 percent of our 300,000 manufacturing firms export at all, while 80 percent of all our exports come from some 200 companies. We simply never have built up the traditions and the techniques for true mercantilism.

"Things are changing now. We, as well as the Japanese, must export more if we are to pay for the oil and other resources we must import," he said.

"It reportedly took Toyota 10 years of losses in its American operations before it finally turned an annual profit here. We must similarly modify our compulsion for short-term achievements and focus more on long-range investments," Bere said.

Bere also encouraged the U. S. government to support U. S. export efforts, including making an effort to moderate restrictions to the Japanese markets, easing current tax laws for individuals working overseas and creating better funding of export sales through quasi-governmental institutions and the private banking network.

He advised Japan to eliminate the protectionist barriers established in Japan during the postwar years.

THREE DAY SERVICE

• RADIOS • CAR CLOCKS • CB'S

AUTHORIZED DELCO—FORD—CHRYSLER REPAIR STATION

DAYTON SPEEDOMETER SERVICE, INC.

660 N. MAIN STREET, DAYTON, OHIO 45405

1-800-543-9687

IN OHIO (513) 222-1491

AN5

Car buyers want fancy cars, not fancy roofs, survey finds

Continued from Page 18

88,649, or 1.24 percent of industry production, against 166,593, or 1.78 percent in '79.

This option may strengthen as the demand for luxury cars improves.

GM installed 73,877 electrically operated sunroofs on 1.61 percent of its cars, compared with 93,352, or 1.81 percent in '79.

Ford Motor installed 12,154 electric sunroofs on 0.88 percent of its '80 models. That compared with 62,680, or 2.28 percent in '79.

Chrysler Corp. installed 2,618 of them on 0.34 percent of its cars. That was down from 10,561, or 0.93 percent in '79.

American Motors and Volkswagen didn't offer an electrically controlled sunroof.

Pop-up sunroofs showed a slight penetration increase, particularly at Ford Motor, though they were down on a volume basis.

Industrywide, they ended up on 132,703 cars, equal to 1.86 percent of production. That was up slightly from 1.61 percent in '79 on a volume of 150,836.

GM installed the pop-up roofs on 48,241 cars, equal to 1.05 percent of production. That was up from 16,346, or 0.32 percent in '79.

Ford Motor installed the pop-up roofs on 69,325 cars, equal to 5.05 percent of production. That was up in penetration from 4.32 percent in '79, but down in volume from 118,953.

Chrysler installed pop-up roofs on 10,034 cars, equal to 1.31 percent of production. That was up from 9,367, or 0.82 percent in '79.

American Motors installed 5,103 pop-up roofs on 2.58 percent of its cars. That was off from 6,170 or 3.64 percent.

Volkswagen didn't offer the option.

T-roofs are still fairly strong on selected sporty models, like Corvette where they accounted for 100 percent of production. But, by their nature, they continue to have a limited market.

Industrywide, T-roofs ended up on 121,987 cars, equal to 1.71 percent of production. That compared with 198,071, or 2.12 percent in '79.

GM installed them in 120,107 cars, equal to 2.62 percent of output. That compared with 187,161, or 3.63 percent in '79.

Ford Motor, American Motors and Volkswagen didn't offer a T-roof.

Chrysler installed them in 1,880 cars, equal to 0.25 percent of its production. That compared with 10,910 or 0.96 percent in '79.

Rose buys L-M deal

DELAWARE, O. — Bill Rose has purchased Ramme's Lincoln-Mercury and will operate it as Bill Rose Lincoln - Mercury - AMC-Renault. Rose also owns Bill Rose Ford-Mercury in Richwood, O.

Officers named for Wisconsin

Robert Hall, far right, Hall Chevrolet Company, Milwaukee, is the new board chairman of the Wisconsin Automobile and Truck Dealers Assn. Other officers are, from left: Gary D. Williams, president and chief staff officer; Pat Fagan, Jack Fagan Ford, Delavan, secretary; Richard Uehling, Rector Olds-Subaru, Appleton, chairman-elect, and John Deising, Deising Pontiac, Fond du Lac, treasurer.

E.P.A. REQUIRED "DEALER CERTIFICATION" FORMS

THIS IS A *MUST* FORM FOR *ALL* NEW VEHICLE DEALERS

Designed In Accordance With NADA Suggested Layout

This type form is ***required*** for all light duty trucks and cars with G.V.W. under 8500 lbs. covered by 1981 and later model year certificates of conformity issued by the E.P.A.

"§ *85.2108* **DEALER CERTIFICATION**"
"UPON THE SALE OF EACH NEW LIGHTDUTY MOTOR VEHICLE, THE DEALER SHALL FURNISH TO THE PURCHASER A CERTIFICATE THAT THE MOTOR VEHICLE CONFORMS TO ALL APPLICABLE EMISSION STANDARDS OF THE U.S. ENVIRONMENTAL PROTECTION AGENCY."

Folded For Glovebox

DEALER NEW VEHICLE CERTIFICATION FOR EMISSION CONTROL EQUIPMENT

Size 8½" x 11¾" 2 Part NCR (No Carbon Required) Sets

IMAGE

DEALER CERTIFICATION FOR EMISSION CONTROL EQUIPMENT

A WORD FROM YOUR DEALER ABOUT THE EMISSION CONTROL EQUIPMENT

ON YOUR NEW _____

We (the Dealer) want you to know that at the time your new _____ is being delivered that:

1. Based upon _____ (furnished by the manufacturer), we have knowledge that this vehicle is covered by an Environmental Protection Agency (EPA) Certificate of Conformity.

2. We have made a visual inspection of the vehicle, including the engine, based upon such visual inspection, all emission related components have been properly installed by the manufacturer.

3. We have performed all emission related preparation required by the manufacturer prior to the sale of the vehicle, as set forth in the current predelivery service manual provided by the manufacturer.

4. If the vehicle fails an EPA-approved emission test prior to the expiration of three months or 4,000 miles (whichever occurs first) from the date or mileage at the time of delivery to the ultimate purchaser, and the vehicle has been maintained and used in accordance with the written instructions for proper maintenance and use, then the vehicle manufacturer shall remedy the nonconformity free of charge to the vehicle owner under the terms of the manufacturer's 5 year/50,000 mile emission performance warranty.

NOTE:
THE DEALER MAKES NO REPRESENTATION OR WARRANTY THAT THE EMISSION CONTROL SYSTEM OR ANY PART THEREOF IS WITHOUT DEFECT NOR THAT THE SYSTEM WILL PROPERLY PERFORM THE MANUFACTURER'S EMISSION PERFORMANCE WARRANTY REFERRED TO IN PARAGRAPH 4 ABOVE FURNISHED WITH THIS VEHICLE IS SOLELY THAT OF THE MANUFACTURER AND THE DEALER IS NOT A PARTY THERETO.

I hereby acknowledge receipt of a copy of this Dealer Certification.

Customer's Signature _____

Dealership Name _____

FORM DC101

Part 1-Customer Copy Part 2-Dealer File Copy

PRICES

100	9.95
500	39.00
1000	75.00
2500	145.00

Detach here and mail with your check.

Image will pay shipping charges.
Orders received without checks will be shipped C.O.D. plus shipping charges.

IMAGE BUSINESS FORMS, INC.
P.O. Box 3259
Poughkeepsie, N.Y. 12603
(914) 452-2595

DEALERSHIP (PLEASE PRINT OR TYPE)

STREET ADDRESS

CITY STATE ZIP

ORDERED BY

☐ CHECK ENCLOSED (**Image** Pays Shipping)
☐ SHIP C.O.D. (Dealer Pays Shipping)

QUANTITY YOU WANT

AMOUNT $

N.Y. STATE DEALERS INCLUDE SALES TAX %

TOTAL $

factories list auction dates

American Motors

Dec. 9—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Ohio Auto Auction, Columbus, O.

Dec. 10—Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A. Nathan Lane N., Minneapolis.

Dec. 11—Todd Auto Auction, Rte. 309, Telford, Pa.

Dec. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Dec. 17 — Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Dec. 18—Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Dec. 19 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

AMC sales are open to all dealers.

Model breakdown
Auction averages

	December To Date	November	October
1980	$5,584	$6,088	$6,311
1979	4,674	5,015	5,021
1978	3,470	3,879	3,793
1977	2,983	3,091	3,120
1976	1,924	2,148	2,223
1975	1,454	1,674	1,804
1974	1,133	1,248	1,343
1973	795	987	1,079
Overall Average	$3,141	$3,795	$3,665

Chrysler Corp.

Dec. 9—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Dec. 10—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Dec. 11 — Golden Gate Auto Auction, 6010 Stevens Blvd., Fremont, Calif.; Evansville Auto Auction, 2229 S. Kentucky Ave., Evansville, Ind.

Dec. 16—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Dec. 17—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Ohio Auto Auction, Columbus, O.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Dec. 18—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Dec. 19 — Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Dec. 23—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Chrysler sales are restricted to Chrysler Corp. dealers.

Used car sales
Auction averages

December to date	$3,141
Month ago	$3,795
Year ago	$3,203

Ford Motor Co.

Dec. 9—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Dec. 10—Dallas Auto Auction, 4226 E. Main, Dallas; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Dec. 11—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Dec. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Dec. 17 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Dec. 18 — 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50, 26-times, $10.00, 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

EXPRESSWAY TO PROFITS.

Savvy dealers from coast to coast know that when it comes to maximizing profits — and doing it fast — all roads lead to a Manheim Auction.

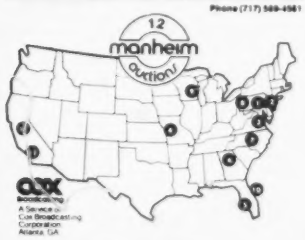
For buyers, Manheim provides the industry's finest selection, services and skills — all geared to giving you a big competitive edge.

For sellers, Manheim offers unrivaled expertise and professionalism in regulating inventories and eliminating slow movers — all the while providing big savings in time and money.

For all dealers, Manheim means unsurpassed efficiency and *fair and equal treatment* — the results of 35 years of experience.

No wonder you meet America's smartest dealers at the 12 Manheim Auctions nationwide. You can't get lost on the Manheim expressway to profits!

MANHEIM AUCTIONS, P.O. BOX 4867, LANCASTER, PA 17604
Phone (717) 569-4561



1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545. Sale Friday. Phone 717-665-3571
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505. Sale Wednesday. Phone Bordentown 609-298-3400 — Camden 609-662-6700 — Philadelphia 215-923-1090
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401. Sale Thursday. Phone 703-898-4900
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127. Sale Wednesday. Phone 816-241-2614
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802. Sale Wednesday. Phone 813-984-1551
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272. Sale Thursday. Phone 404-762-9211
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261. Sale Tuesday. Phone 919-886-7091
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044. Sale Wednesday. Phone 412-443-7211. Pittsburgh 412-961-0305
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108. Sale Wednesday. Phone Caledonia 414-835-4436. Chicago 312-236-2623
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761. Sale Tuesday. Phone 305-656-6200
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706. Sale Thursday. Phone 209-268-8051
12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92803. Sale Wednesday. Phone 714-996-2400

LEADING THE INDUSTRY SINCE 1945

MARYLAND

BELAIR AUTO AUCTION
MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
Full Service Auction
Transport — Cleanup
Professional auctioneers — Storage
Large dealer consignment — Personal service
Fleet & lease cars — State vehicles
Call: 301-838-5880 or 301-879-7950
Rt. 1, Belair, Maryland 21014

MINNESOTA

WEDNESDAY 11:00
Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.
AL EIDE'S
Minneapolis Auto Auction
1125 Nathan Lane, Minneapolis, Minn. 55441
612-546-2403

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

NEW JERSEY

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-9100
4 LANE SELLING EVERY TUESDAY!
At 11:30 A.M. licensed new & used car dealers from all surrounding states are invited & welcome to buy & sell. We sell for the country's leading leasing companies, national fleets, New Jersey Bell and Ford Motor Credit Company. No house cars.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6:30 p.m. Just no. of Syracuse., Rte. 81, Ex. 30. 3 action packed lanes, 500 cars each wk. 1-315-699-2792.

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday, 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

Use Automotive News Classified Section

MICHIGAN

PRE-HOLIDAY
FACTORY AUCTION SALE AT APTCO

FORD-LINCOLN-MERCURY FACTORY AUCTION SALE
TUESDAY, DECEMBER 16, 10 A.M.
300 WORLD HEADQUARTERS UNITS
(Ford-Lincoln-Mercury Dealers Only)
AND
AMERICAN MOTORS FACTORY AUCTION SALE
Approximately **75** to **100** Central Office Units
Executive Units
— PLUS OUR WEEKLY SALES OF OVER 800 UNITS —

- **REGULAR DEALER CONSIGNMENT**
- **LEASE UNITS**
- **FORD MOTOR CREDIT**
- **TRUCK LANE**
- **DRIVER TRANSPORT SERVICE AVAILABLE**
- **ALL CHECKS, TITLES INSURED**
- **21 ACRES FENCED STORAGE SPACE**
- **4 LANE SALE** • **FULL SERVICE AUCTION**

APTCO AUTO AUCTION
20911 GLADWIN, TAYLOR, MICHIGAN
(313) 285-7300
JOE AND MIKE MALTESE, *GENERAL MANAGERS*
— OVER 30 YEARS OF SERVING AUTO DEALERS —

MICHIGAN

WEDNESDAY 11:00 a.m.
ATTEND THE FLINT AUTO AUCTION
Averaging 600-700 cars
4 LANES

- **Our 28th Year**
- Buy and Sell with Complete confidence
- New Expanded Facilities
- Guaranteed Titles
- Auction Checks
- Cab fare paid from Airport
- Truck fleet for Quick Pick-up and Delivery

Mac McCollum & Jim Williams
FLINT AUTO AUCTION
3711 WESTERN RD. FLINT, MICHIGAN 48506 PHONE (313) 736-2700

OHIO

"the Tuesday sale"
3905 Jackson Pike
Columbus, Ohio
ohio auto auction inc.
Henry M. Stanley, Jr., Owner
Regular Sale every Tuesday at 12:00 Noon
200 Lease and As Is following Regular Sale
For Reserved Numbers, Motel Reservations, or Airport Pickup, Call OHIO AUTO AUCTION
(614) 871-2771

AUCTION SCHOOL

Be An Auctioneer — Write for information. Mendenhall School of Auctioneering. U.S. Hwy. 29-70 (I-85) High Point, N. C. 27263.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW MEXICO

Greater Albuquerque Auto Auction — New Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

702,111 new-car total lowest for month since 1970

September registrations still slump

Continued from Page 3

7.57 points from a year earlier.

Excluding imports, domestic-only registrations in September were divided this way: GM, 66.27 percent; Ford Motor Co., 19.99 percent; Chrysler Corp., 11.09 percent; AMC, 2.56 percent, and miscellaneous, 0.09 percent.

A year earlier, domestic-only registrations were divided as follows: GM, 60.33 percent; Ford Motor Co., 23.09 percent; Chrysler Corp., 14.69 percent; AMC, 1.83 percent, and miscellaneous, 0.06 percent.

By size segments, only subcompacts improved their market share over the preceding September among domestic cars. Subcompacts accounted for 14.95 percent of the total, up 5.49 points.

Standards suffered the biggest loss, down 6.45 points to 9.82 percent. Also down were intermediates, off 3.59 points to 21.62 percent; compacts, down 1.47 points to 19.18 percent, and luxury cars, off 0.70 of a point to 4.17 percent.

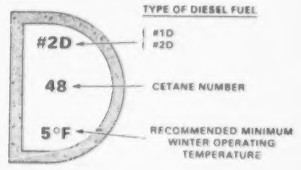
Registrations by size class in September were: Subcompact, 104,972; compact, 134,639; intermediate, 151,790; standard, 68,974; luxury, 29,307, and import, 212,429.

Among the top 20 nameplates in registrations, standard Ford was missing for the first time and Chrysler Corp. had two entries for the first time in a while as Omni moved into 19th place.

Chevette took over the lead from Citation and, more evidence of the subcompact surge, Pinto moved up from 17th place into 11th.

The top 20 domestic nameplates in registrations during September were:

1—Chevrolet Chevette	31,048
2—Chevrolet Citation	28,100
3—Olds Cutlass Supreme	22,762
4—Chevrolet Malibu	20,229
5—Buick Regal	17,618
6—Standard Chevrolet	16,927
7—Standard Oldsmobile	15,946
8—Ford Mustang	15,875
9—Oldsmobile Cutlass	15,825
10—Ford Fairmont	15,462
11—Ford Pinto	15,114
12—Chevrolet Monza	14,620
13—Buick Skylark	14,296
14—Plymouth Horizon	13,389
15—Chevrolet Monte Carlo	12,770
16—Pontiac Sunbird	12,607
17—Standard Buick	11,902
18—Buick Century	11,263
19—Dodge Omni	9,814
20—Pontiac Grand Prix	9,813



Fuel info

General Motors would like to see a symbol like this on diesel fuel pumps. Tied in with information in owner manuals, the symbol would let a fuel buyer select the fuel preferred for a particular car engine and time.

Ford to produce parts in joint Mexican venture

MEXICO CITY.—Ford Motor Co. has announced another joint venture in Mexico, this one to manufacture automotive plastic parts with the Monterrey-based Valores Industriales (VISA) group.

The new operation, scheduled to be producing by mid-1982, will involve a projected investment of $45.6 million. Sixty percent of the equity is to be held by VISA, 40 percent by Ford.

Two other Ford joint ventures are also scheduled to be producing from Villa de Garcia plants: A project with the Alfa Industrial Group which is scheduled to produce aluminum engine parts for autos and a project with the Monterrey-based Vitro glass group to produce auto glass.

No site has yet been named for Ford's proposed $365 million engine plant which is to produce four- and six-cylinder engines.

In an unrelated development, Ford and unionized workers at Mexico City's engine and vehicle assembly plants reached agreement on a one-year pact, ending a 12-day strike.

The contract calls for a 27.5-percent wage increase plus increases in fringe benefits.

MacKenzie's winner

Gordon MacKenzie, Lincoln-Mercury general manager, draws the name of the first weekend winner in the division's employe test-drive program. The new 1981 Lynx and Cougar models can be driven overnight by participating employes, and six will have the use of a car for a weekend.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

SEPTEMBER, '80 VS. SEPTEMBER, '79

	1980 Sept.	1980 Year	1979 Sept.	1979 Year
AMX Spirit/AMX	4,418	39,812	4,714	36,014
Concord	4,279	37,875	4,879	51,072
Concord Station Wagon	1,236	10,866	1,438	12,169
Eagle 4 WD	1,147	9,106	243	243
Eagle Station Wagon	1,134	12,210	320	320
Eagle SX4 4 WD	208	208		
Pacer	38	644	135	2,213
Pacer Station Wagon	94	1,461	404	4,663
Matador				346
Matador Station Wagon				136
Total American Motors Corp.	12,554	112,182	12,133	109,176
Chrysler LeBaron	5,081	40,363	10,710	66,686
LeBaron Station Wagon	740	6,234	1,920	11,145
Cordoba	3,793	32,757	8,110	41,223
Newport	1,243	9,798	6,264	43,659
New Yorker	1,076	13,045	4,536	24,521
Imperial	2	2		
Total	11,935	102,199	31,540	187,234
Plymouth Horizon	13,389	99,086	8,937	115,632
Voyager			1,072	7,798
Reliant	222	222		
Reliant Station Wagon	22	22		
Volare	5,111	49,942	14,563	101,525
Volare Station Wagon	1,394	11,804	4,968	32,594
Fury				3,041
Fury Station Wagon				138
Gran Fury	995	10,523	12	12
Total	21,133	171,599	29,552	260,740
Dodge Omni	9,814	80,250	7,747	98,584
Aries	103	103		
Aries Station Wagon	17	17		
Aspen	3,881	38,104	10,231	68,832
Aspen Station Wagon	974	8,835	4,223	25,058
Sportsman			2,444	23,817
Monaco				2,894
Monaco Station Wagon				108
Diplomat	2,356	19,590	4,561	31,136
Diplomat Station Wagon	379	3,342	821	5,218
Magnum XE/Mirada	2,210	19,960	2,665	17,475
St. Regis	1,498	12,866	3,340	21,600
Total	21,232	183,467	36,032	294,722
Total Chrysler Corp.	54,000	457,265	97,124	742,696
Escort	318	318		
Escort Station Wagon	167	167		
Pinto	11,746	94,368	9,145	104,122
Pinto Station Wagon	3,368	26,050	3,084	41,368
Fairmont	11,061	157,609	16,921	182,187
Fairmont Station Wagon	4,401	56,726	5,573	62,917
Granada	7,086	59,592	9,875	108,941
Club Wagon			2,406	30,270
LTD II	113	3,046	1,287	24,619
LTD	5,036	71,436	14,515	157,336
LTD Crown Victoria	1,929	18,971		
Ford Station Wagon	1,171	19,614	3,058	37,519
Mustang	15,875	176,868	21,197	226,307
Thunderbird	8,458	104,880	18,263	147,911
Total	70,729	789,645	105,324	1,123,497
Lincoln Continental	2,111	23,025	3,997	46,795
Continental Mark	2,326	27,110	3,860	37,151
Versailles	248	4,152	1,251	10,439
Total	4,685	54,287	9,108	94,385
Mercury Lynx	100	100		
Lynx Station Wagon	27	27		
Bobcat	2,492	19,294	2,590	27,732
Bobcat Station Wagon	452	4,048	531	6,887
Zephyr	4,065	46,955	5,367	58,910
Zephyr Station Wagon	1,461	14,316	1,240	14,164
Monarch/'81 Cougar	2,058	20,963	3,769	42,509
Marquis	1,112	10,773	2,885	21,098
Marquis Brougham	940	9,033	2,228	17,810
Grand Marquis	1,175	13,684	2,440	22,437
Marquis Station Wagon	412	5,488	1,078	10,484
XR7	3,660	44,313	10,366	92,585
Capri	4,508	48,705	5,774	69,620
Total	22,462	237,703	38,268	384,236
Lincoln-Mercury Division	27,147	291,990	47,376	478,621
Total Ford Motor Co.	97,876	1,081,635	152,700	1,602,118
Buick Skyhawk	238	5,525	1,603	14,495
Skylark	14,296	125,748	11,272	70,348
Century	10,079	89,969	1,708	16,662
Regal	17,618	139,411	20,823	192,315
Century Station Wagon	1,184	12,689	2,069	20,325
LeSabre	2,978	22,236	2,376	22,563
LeSabre Limited	3,738	37,469	8,209	66,763
Electra 225	4,661	42,668	7,685	62,965
Buick Station Wagon	525	7,368	1,161	12,271
Riviera	3,345	29,826	2,795	37,967
Total	58,662	512,909	59,701	516,674
Cadillac deVille	7,444	73,270	14,683	123,228
Fleetwood & Chassis	1,726	20,469	2,412	25,415
Eldorado	4,045	35,596	4,034	46,235
Seville	2,198	25,450	2,826	30,355
Total	15,413	154,785	23,955	225,233
Chevrolet Chevette	31,048	281,555	24,281	281,531
Camaro	9,419	92,208	13,274	163,154
Monza	14,612	110,904	9,630	98,744
Monza Station Wagon	8	353	632	12,837
Citation	28,100	283,839	31,740	203,872
Sportvan			2,307	24,343
Malibu	15,666	145,532	18,493	186,115
Malibu Station Wagon	4,563	47,271	6,891	72,493
Monte Carlo	12,770	117,496	24,818	205,195
Impala	5,920	66,107	13,022	124,917
Caprice	8,045	89,382	16,591	141,459
Chevrolet Station Wagon	2,962	43,682	7,108	69,685
Corvette	3,025	27,164	3,326	29,694
Total	136,138	1,305,494	172,113	1,614,039
Oldsmobile Starfire	168	5,339	1,397	14,733
Omega	7,363	63,651	4,777	32,223
Cutlass Salon	13,724	124,794	3,173	34,465
Cutlass Supreme/Calais	22,762	191,451	37,196	317,714
Cutlass Station Wagon	2,101	23,624	3,630	35,756
Delta 88	1,528	15,067	2,337	25,654
Delta 88 Royale	8,550	82,324	13,552	127,933
98	5,085	47,540	7,216	67,121
Oldsmobile Station Wagon	783	13,037	1,648	22,195
Toronado	2,837	26,612	2,416	34,949
Total	64,901	593,439	77,342	712,743
Pontiac Sunbird	12,604	95,148	6,297	67,309
Sunbird Station Wagon	3	61	89	2,420
Phoenix	7,946	72,860	7,875	53,610
LeMans	3,963	39,075	5,340	59,952
LeMans Station Wagon	1,613	18,679	2,960	28,951
Catalina	1,032	10,214	2,271	19,713
Bonneville	3,786	35,926	9,187	65,575
Bonneville Brougham	1,823	24,077	3,717	28,807
Pontiac Station Wagon	529	8,875	1,953	17,817
Grand Prix	9,813	82,343	15,855	137,592
Firebird	6,284	67,499	10,283	120,023
Total	49,396	454,757	65,827	601,769
Total General Motors	324,510	3,021,384	398,938	3,670,458
(Checker)	409	2,562	333	3,329
Miscellaneous Domestic Total	442	2,792	370	3,615
Domestic Station Wagon Total	31,720	356,867	65,028	645,866
Domestic Grand Total	489,682	4,830,691	661,265	6,128,063
Import Total	212,429	1,898,459	194,081	1,773,308
Grand Total All Registrations	702,111	6,573,317	855,346	7,901,371

Registrations not available for Oklahoma.

But November production is lowest since 1970

Makers slate overtime at 12 plants

By Patricia Hoffman
Staff Writer

Auto makers slated Saturday overtime at 12 plants last week, the largest number of plants to work overtime in a single week in the last 18 months. For the week of June 2, 1979, there were 16 plants slated for overtime.

U. S. auto production for November was the lowest since 1970 when production dropped due to a UAW strike at General Motors over contract issues.

During November, the auto makers completed 543,627, down 32.68 percent from the 807,597 assembled the same month a year ago. In November, 1970, however, 372,561 units were assembled.

Last week's planned production was 141,830, up 43.10 percent from the 99,107 assembled the previous week, but down 3.95 percent from the 147,673 assembled in the year-ago week.

In the fourth quarter, the auto makers should build about 1,746,522 units, making it the lowest since the 1,365,783 built in 1970's fourth period.

With GM's Northwood facility having shut down production for two weeks last month due to a strike over local issues, and its Lordstown facility closing the last week of November, GM showed a large decline in output for the month with a drop of 20.77 percent from 407,510 to 322,858.

Chrysler also fell slightly behind last year dropping production down 1.78 percent from 68,309 to 67,094.

Ford Motor Co.'s output rose 4.03 percent to 124,406 from 119,586. American Motors was down 22.14 percent from 17,032 to 13,261.

Volkswagen, jumping the line rate from last year, was up 8.02 percent to 15,734 from 14,566.

Checker dropped 20.12 percent from 343 to 274.

Closed this week at Ford are the Atlanta (Ford), Chicago (Thunderbird) and Dearborn (Mustang and Capri) plants.

Saturday overtime was slated at 12 plants: Arlington, Doraville, Linden, Oklahoma, Tarrytown, Willow, Wilmington, Pontiac, Framingham, Lansing and Flint and Ford Wayne.

House rejects bill to require air bags in some '83 models

Continued from Page 1

in the 1982 model year. It therefore makes no sense to make other companies who are already supplying (VWoA) or planning on passive belts to dramatically change their production plans at this late date and be forced to install air bags, Dingell said.

• GM, Ford, the UAW and others had pushed for the rejected legislation on the grounds that, if nothing else, "it will eliminate the confusion and uncertainty on passive safety requirements that have been extremely costly and disruptive of orderly product development." At the same time, it would have put the major Japanese producers on somewhat the same competitive footing as the domestic producers, they argued.

GM, for example, is believed to be spending on the order of $6 million to $7 million a month on passive restraint development and production work. It told the House that this kind of investment necessarily puts it at a competitive disadvantage to the Japanese makers who, because they produce only small cars, need not worry about passive restraint tooling until 1984.

But Dingell and his partners rejected the anticompetitive argument, saying that requiring only the five major makers to offer air bags in one line of cars in 1983 still left a good number of other Japanese makers, like Honda, Mazda and Subaru, free to sell here at lower costs.

This compromise legislation gives Mazda and the others a competitive advantage, Dingell said.

Rep. Delbert Latta, Ohio Republican, said he could not see how the compromise legislation could in any way help the auto industry. Adding $1,000 to the price of a car that is already too expensive and subject to rising interest rates is not doing someone a favor, he said.

Latta said he hasn't had one letter from a constituent asking for an air bag in his or her car. Latta suggested the Representatives "reject this whole idea and go home."

Truck production of 147,138 is lowest since '70

U. S. truck makers built 147,138 vehicles in November, the lowest total for the month since the 92,449 assembled in 1970.

The November total was a drop of 21.44 percent from the 187,296 completed in November of 1979.

In the fourth quarter, the truck makers should complete about 467,654 making it the lowest for that quarter since the 344,420 built in 1970.

Despite the International Harvester strike in November, 1979, and the beginning of Volkswagen of America production in October of 1979, (full scale production began in 1980), U. S. truck output still fell below last year's November total. All companies reported a drop in output from 1979.

Ford was down 3.58 percent from 59,692 to 57,552; Chevrolet, 27.22 percent from 67,295 to 48,972; Dodge, 76.10 percent from 17,805 to 4,254; GMC, 20.91 percent from 22,937 to 18,140; American Motors Jeep, 28.53 percent from 9,939 to 7,103; miscellaneous, 46.61 percent from 3,373 to 1,800; Mack, 40.41 percent from 2,729 to 1,636, and AM General, 84.70 percent from 2,223 to 340.

International Harvester's November total for 1980 was 5,062 from the 313 it produced in 1979 because of the strike. Volkswagen of America produced 2,289 last month, up from the 245 it produced in November, 1979

Scheduled output last week was 38,566 units, up 40.57 percent from the 27,434 built the previous week and down 18.23 percent from the 47,167 completed the week ended Dec. 8, 1979.

Four General Motors plants were scheduled for Saturday overtime last week: Flint, Fremont, Janesville and St. Louis.

So far this year, the truck makers have completed 1,478,932 units, down 49.69 percent from the 2,940,206 built through Dec. 8, 1979.

U.S. sales slump slashes Canadian car, truck output

Canadian car production for November was the lowest since 1970 and truck output was the lowest since 1975 as the Canadian auto makers are drastically affected by continuous declining sales in the U. S.

During November, the auto makers built 76,024 cars down 12.10 percent from the 86,497 completed last year. In that month in 1970 they assembled 60,253 units.

The truck makers completed 42,169 units last month, down 8.84 percent from the 46,460 built last year. In November, 1975 they built 36,504 vehicles.

Planned output for cars last week was 20,358, up 6.83 percent from the 19,055 completed the previous week and 20.74 percent from the 16,861 assembled in the year-ago week.

Scheduled truck production last week was 13,077, up 28.62 percent from the 10,167 built the previous week and down 5.68 percent from the 13,865 assembled the week ended Dec. 8, 1979.

So far this year, the auto makers have assembled 791,472 units, down 15.21 percent from the 933,605 built through Dec. 8 last year.

Truck makers have assembled 475,072, down 22.60 percent from the 613,830 assembled year-to-date in 1979.

U. S. CAR PRODUCTION

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
AMERICAN MOTORS	3,275*	4,125	3,275*	13,261	173,622	156,338*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	13,300	18,975	12,686	67,094	876,447	597,083
Plymouth Total	6,400	7,560	5,635	33,547	354,795	274,355
Horizon	.....	3,590	1,996	8,616	162,685	141,735
Volare	.....	3,255	.....	.....	178,314	51,735
Gran Fury	.....	370	160	269	4,667	14,069
Caravelle	100	345	79	402	9,129	5,802
Reliant	6,300	.....	3,400	24,260	.....	61,014
Chrysler Total	1,400	3,430	1,561	8,489	176,924	76,124
Chrysler	.....	870	666	1,713	75,938	18,321
LeBaron	1,400	2,560	895	5,469	100,986	57,803
Imperial	.....	.....	.....	1,307	.....	.....
Dodge Total	5,500	7,985	5,490	30,675	344,728	246,604
Omni	.....	3,175	1,676	7,320	142,282	118,933
St. Regis	.....	320	145	574	25,071	12,864
Diplomat	600	1,180	341	2,619	49,010	28,589
Aspen	.....	3,310	.....	.....	128,365	36,881
Aries	4,900	.....	3,328	20,162	.....	49,337
FORD MOTOR	21,126	9,312	26,693	124,406	1,940,535	1,188,617
Ford Division	14,394	7,181	17,616	84,594	1,301,828	848,516
Pinto	.....	.....	.....	.....	165,679	68,179
Must./Must. II	2,494	4,074	1,058	17,093	359,402	215,868
Fairmont	1,397	3,107	2,716	9,092	200,790	189,002
Granada	2,723	.....	.....	16,698	136,218	101,512
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	2,171	.....	3,284	5,651	254,945	109,501
Ford	1,050	.....	1,686	7,266	162,048	85,048
Escort	4,559	.....	8,867	28,794	.....	79,406
L-M Division	6,732	2,131	9,077	39,812	638,707	340,106
Mercury Total	5,730	2,131	7,409	33,073	493,645	292,959
Bobcat	.....	.....	.....	.....	42,266	12,445
Capri	824	1,398	542	5,908	105,258	62,849
Zephyr	907	733	1,129	4,481	58,963	62,922
Cougar/Monarch	897	.....	.....	.....	58,435	22,322
XR-7	631	.....	1,281	7,698	132,951	54,040
Mercury	790	.....	1,296	4,735	95,772	51,054
Lynx	1,681	.....	3,161	10,251	.....	27,327
Lincoln Total	1,002	.....	1,668	6,739	145,062	47,147
Lincoln	546	.....	830	3,479	69,654	20,051
Versailles	.....	.....	.....	.....	11,621	1,866
Mark VI	456	.....	838	3,260	63,787	25,230
GENERAL MOTORS	99,494	110,623	53,726	322,858	4,947,651	3,797,441
Buick Division	19,915	19,386	10,260	63,919	751,050	721,967
Skyhawk	.....	516	.....	.....	24,500	.....
Skylark	5,015	4,310	2,724	17,873	112,685	201,734
Century	3,886	3,134	2,020	11,412	66,343	154,120
Regal	5,408	4,666	2,881	17,312	248,042	188,909
Buick	4,255	5,350	1,958	13,428	243,770	136,486
Riviera	1,351	1,410	677	3,894	55,710	40,718
Cadillac Division	5,527	7,664	2,547	16,382	331,463	184,831
Seville	1,113	1,396	418	2,419	45,998	31,949
Cadillac	3,129	4,628	1,369	9,591	221,656	102,906
Eldorado	1,285	1,640	760	4,372	63,809	49,976
Chevrolet Division	40,695	45,355	22,589	143,481	2,169,912	1,635,313
Chevette	10,825	8,900	5,501	33,325	395,600	429,257
Monza ('80)	.....	2,755	1,368	10,053	151,741	147,768
Camaro	2,365	5,480	1,484	7,598	250,148	110,146
Citation	10,525	9,670	4,951	35,694	301,086	424,400
Malibu	7,340	7,750	3,613	23,385	376,176	249,185
Monte Carlo	3,840	1,720	2,231	13,021	218,077	113,377
Chevrolet	4,800	7,920	2,890	16,805	430,505	119,100
Corvette	1,000	1,160	551	3,530	46,579	41,080
Oldsmobile Division	23,356	22,122	11,354	68,752	988,712	713,415
Starfire	.....	706	.....	.....	21,490	.....
Omega	3,052	2,181	1,384	8,905	52,979	103,800
Cutlass	12,706	9,545	6,089	36,178	505,616	359,884
Oldsmobile	6,485	8,330	3,343	20,591	356,906	214,207
Toronado	1,113	1,360	538	3,078	51,721	35,524
Pontiac Division	10,001	16,096	6,976	30,324	706,514	541,915
Acadian†	175	300	174	968	16,422	18,095
Sunbird ('80)	.....	2,424	1,838	13,475	100,408	145,628
Phoenix	2,885	2,712	1,495	10,895	82,689	126,431
Firebird	1,715	3,800	1,003	4,839	186,426	73,885
LeMans	1,705	1,730	1,007	6,615	86,062	59,629
Grand Prix	3,021	2,410	1,307	7,147	92,724	69,281
Pontiac	500	2,720	152	878	141,783	48,966
VOLKSWAGEN	4,550	4,548	2,678	15,734	162,707	181,779
CHECKER	85*	90	49	274	4,419	2,971
Total Cars, U. S.	141,830	147,673	99,107	543,627	8,105,381	5,924,234

CANADIAN CAR PRODUCTION

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
AMERICAN MOTORS	545	.....	480	1,404	.....	1,964
CHRYSLER CORP.	.....	4,400	.....	1,404	122,119	67,514
FORD MOTOR	5,448	1,672	5,693	22,012	270,594	239,707
GENERAL MOTORS	14,140	10,564	12,634	50,304	532,542	472,917
VOLVO	225	225	248	900	8,350	9,370
Total Cars, Canada	20,358	16,861	19,055	76,024	933,605	791,472
N. American Cars	162,188	164,534	118,162	619,651	9,038,986	6,715,706
N. American Trucks	51,643	61,032	37,601	189,307	3,554,036	1,954,004
North American Cars and Trucks	213,831	225,566	155,763	808,958	12,593,022	8,669,710

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
CHEVROLET	17,895	16,265	8,393	48,972	932,213	445,359
DODGE/PLYMOUTH	1,600	6,250	904	4,254	305,031	111,486
FORD	9,379	13,337	11,321	57,552	988,144	550,500
GMC	4,562	5,920	2,910	18,140	324,193	143,313
INTERNATIONAL	1,730	.....	979	5,062*	155,642	61,438
MACK	425	630	307	1,626	34,681	21,702
JEEP	1,740*	2,975*	1,740*	7,103	179,454	76,121
AMC CORP.	85*	450*	85*	340*	20,955	7,871
VOLKSWAGEN	650	540	445	2,289	793	25,717
MISCELLANEOUS	500*	800	300	1,800	39,100	35,425
Total Trucks, U. S.	38,566	47,167	27,434	147,138	2,940,206	1,478,932

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 6, 1980	Same Week 1979	Week Ended Nov. 29, 1980	Nov. Output	Jan. 1, to Dec. 8, 1979	Jan. 1, to Dec. 6, 1980
CHRYSLER CORP.	1,600	1,600	.....	3,013	53,961	47,322
FORD MOTOR	4,392	4,706	3,409	14,512	210,538	167,187
GENERAL MOTORS	6,750	5,974	6,423	23,347	274,979	225,399
AMERICAN MOTORS	.....	1,060	.....	.....	50,864	18,127
INTERNATIONAL	295	465	297	1,199*	19,817	15,088
MACK	40	60	38	98	3,671	1,949
Total Trucks, Canada	13,077	13,865	10,167	42,169	613,830	475,072
N. American Trucks	51,643	61,032	37,601	189,307	3,554,036	1,954,004

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

12/17/80 C 2700-1 U

Automotive News

Detroit, December 15, 1980

© Entire contents copyright, 1980, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

56th year—$35 per year, $1.00 per copy

Stocks swell to 65 days as domestic sales falter

By Richard A. Wright
Assistant Managing Editor

The hoped-for sales surge never really materialized after new-model introductions and one of the results was that the domestic new-car inventory ballooned to a 65-day supply during November, up from 56½ days a month earlier.

The industry opened December with 1,439,998 new cars in stock, up from 1,389,549 on hand Dec. 1.

This year's 65-day supply was lighter than the 73½-day stockpile on hand a year earlier, and the unit count of 1,439,998 this year was much smaller than the 1,767,097 new cars in stock Dec. 1 last year.

In fact, a 65-day supply on Dec. 1 is a little higher than the average over the past few years, but is not really burdensome. But the stubborn problem that seems to defy solution is that of inventory balance. After months of shortages among the hotter-selling subcompact and compact lines, these segments are now the heaviest in supply—an ominous indication perhaps of widespread buyer resistance to smaller cars.

The Dec. 1 inventory of small cars included some 420,000 carryover 1979 models.

American Motors was the only maker to open December with a smaller inventory than it had a month earlier. AMC had a 74-day stockpile Dec. 1, compared with a 91-day supply Nov. 1.

General Motors entered the month with a 55½-day supply, up from 48 days a month earlier. GM dealers were beginning to run short of luxury models which had been rising to burdensome heights only a few months ago. Cadillac was shortest at 27 days, while the subcompact Chevette had climbed to 90 days.

Ford Motor Co. had a 74-day supply Dec. 1, up from 65 days a month earlier. Shortest in the Ford stable was Escort, at 41 days, but the new Granada and Cougar were both over the 100-day mark.

Chrysler Corp. saw its inventory swell up from 87 days Nov. 7 to 107 days Dec. 1. All Chrysler lines were in heavy supply, including the new K-cars (Reliant, 99, and Aries, 97½).

Even Volkswagen of America, whose hot-selling Rabbit had been in short supply for months until the new-model introductions when sales eased, had a 77-day supply of U. S.-built cars, up from 64 days.

The Dec. 1 domestic new-car inventory was divided this way: GM, 52.97 percent; Ford Motor Co., 25.35 percent; Chrysler Corp., 16.35 percent; AMC, 2.91

Continued on Page 6, Col. 4

NEW-CAR STOCKS

New-car days-supply figures, U.S. makes:

	Dec. 1, 1980	Nov. 1, 1980	Dec. 1, 1979
Spirit	96	111	79
Concord	57	82	54
Eagle	83	86	42
AMERICAN MTRS...	74	91	59
Horizon	130	97	102
Reliant	99	61	—
Volare	82	81	118
Gran Fury	72	113	312
Plymouth	97	81	112
Imperial	90	61½	—
LeBaron	78	78	120
Cordoba	127	118	131
Chrysler	78	103	172
Chrysler	92½	95	135
Omni	138	99½	96
Aries	97½	59	—
Aspen	89½	86	138
Diplomat	103	108	198
Mirada	149	115	175
St. Regis	99	102	226
Dodge	114	89	138
CHRYSLER CORP.	107	87	128
Escort	41	39	—
Pinto	61	54	114
Mustang	95	79	96
Fairmont	65	67	72
Granada	133	80	75
Thunderbird	96	78	81
Ford	75	61	110
Ford	77	67	89
Lynx	51	52	—
Bobcat	72	54	105
Capri	89	67	88
Zephyr	46	49	67
Cougar/Monarch	105	64	77
Cougar XR-7	86	69	88
Mercury	53	54	84
Mercury	65	58	82
Lincoln	104	51	93
Mark VI	69	58	66
Lincoln	68	57	76
FORD MOTOR CO.	74	65	87
Skylark	35	35	9
Century	45	38	50
Regal	40	38	58
LeSabre	37	38	80
Electra	39	39	70½
Riviera	29	33	43
Buick	38½	36½	51½
Seville	42	45	44
Cadillac	27	31	48
Eldorado	31	32	32
Cadillac	31	34	44½
Chevette	90	70	54
Monza	44	41	153
Citation	68	62	29
Camaro	74	67	86
Malibu	62½	62	72
Monte Carlo	78	66	91
Chevrolet	59	60	94
Corvette	62½	59	38
Chevrolet	69	62	69
Omega	45½	33	23
Cutlass	39	27	49
Supreme	48	32	60
Olds 88	35	29	55
Olds 98	33	27	51
Toronado	32	31	47
Oldsmobile	41	30	53
Sunbird	77	62	80
Phoenix	51	49	23
Firebird	95½	83	100
LeMans	78	66	84
Grand Prix	63	53	91
Pontiac	65½	52	80
Pontiac	69	59	79
GENERAL MTRS.	55½	48	63
VOLKSWAGEN	77	64	33
TOTAL	65	56½	73½

Upcoming Toyota

Osaka show provides first look

Toyota showed its new sports car for the first time at the Osaka International Auto Show. Dubbed EX-8 for show purposes, the two-seater will be marketed as the Soala. It is expected to go into production next spring and arrive in the U. S. as an '82 model to compete with the Datsun 280-ZX. The 170-HP engine is a twin OHC version of the Crown six. Story on Page 4.

Facing a bleak future, JRT slates cutbacks

By John A. Russell
New York Staff Writer

LEONIA, N. J. — Severe cutbacks that could threaten its future as a factor on the import scene are in store at Jaguar Rover Triumph.

Sagging sales, an aging product lineup and lack of market support are the root of the problem.

One highly placed source told Automotive News that staff cuts could amount to 50 percent across the board. A company spokesman, in response to Automotive News queries, confirmed plans for staff cuts in January, but said they would amount to "less than 10 percent."

The cuts will be spread through all departments. They come on the heels of other layoffs earlier this year and the closing of a zone office. The company currently employs 230 persons at headquarters.

The JRT spokesman denied that JRT has decided to abandon the Rover 3500 in the U. S. market. Automotive News has learned that such a plan is afoot.

The spokesman said it is no secret that there are Rovers in stock, but plans are being made to introduce an '81 model. This would be done in the spring.

• As for the future of the Rover, the JRT spokesman said it was far too early to make any decision. The Rover, introduced last May, has not been selling as well as the company anticipated. To date, company figures indicate that 282 of the cars have been sold.

Anemic sales have been a continuing problem with JRT over the past several years. The decline is continuing and there is a hefty supply of '80-model Triumph TR-7s as well as MGs

Continued on Page 6, Col. 1

Chrysler K-car plants going down early

By Marjorie Sorge
Labor Editor

Faced with an uncertain future and a nation of uncertain car buyers, Chrysler Corp. will close its K-car plants seven days early for the Christmas holidays and will continue downtime at its Omni/Horizon facility.

In addition, there will be staggered plant closings at all other Chrysler assembly plants over the next two months. Some parts plants also will be affected.

Chrysler is also talking about selective department shutdowns in the research and engineering areas, according to sources. The closings would begin soon and continue through the first part of the year.

According to Chrysler, its K-car plants, Jefferson Ave. in Detroit and Newark, Del., will close today (Dec. 15) and will not reopen until Jan. 5, temporarily laying off 10,000 workers. However, one source said it is very likely the downtime would be extended at least another week. The scheduled closing for the Christmas break was Dec. 23.

The company's Omni and Horizon plant in Belvidere, Ill., will continue down as sales of the subcompacts drag. The facility closed Dec. 1 and is not scheduled to reopen until Jan. 12. The move will keep 4,400 hourly people on temporary layoff.

The closings of Chrysler's two K-car plants will cause the layoff of 2,500 hourly workers at the company's Twinsburg (O.) stamping plant and an extension of downtime for 700 workers at a Syracuse gear plant. The two points make parts for the K-cars.

• While the remaining assembly plants will be open until Dec. 23, downtime is expected in January and February. These plants are St. Louis, Lynch Rd. (Detroit), Warren (Mich.) truck and two plants in Windsor, Ont.

Lynch Rd. already working

Continued on Page 6, Col. 1

breaking news

No replacement yet for Phillips, VWoA says

DETROIT. — A Volkswagen of America spokesman last week said no replacement has been named yet to replace Sales Vice President Noel Phillips who is leaving VWoA at year's end. Earlier in the week, there was a report that Phillips will be replaced by Peter Weiher, 43, managing director of Ford of Germany. The report said Weiher would be replaced by Renault export manager Daniel Goeudevert.

EPA, industry to cooperate on research

WASHINGTON. — In what some are hoping will be a model of future cooperation between government and auto workers, EPA and the auto industry announced the creation of an independent nonprofit health research institute. Designed to be a "primary source" of information on the nature and effect of auto-related air pollution, the Health Effects Research Institute stems from a joint desire of the industry and EPA to have standardized health effects research so that the results of all such research will be comparable.

To be funded by EPA and all the auto companies, based on their market share, the institute will begin its work with an

See BREAKING NEWS, Page 39, Col. 1

NEWSPAPER

AN JAN81
DC2001#CNCLIAD DE 01254 92001J
ACO EDITOR
CONGRESSIONAL INFO SERV
SUITE 800
4520 EAST-WEST HIGHWAY
WASHINGTON DC 20014